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EDITOR

I have been cycling for a couple of months and the experience has been nothing short of mind-altering. Some 22 years ago, when I had a normal upright bike, it was all about being cool and able to move around with ease. This time, it's different. There's a greater purpose to my riding. Not only have I been foolish enough to agree to do a Duathlon Sandton and a 94.7 Cycle Challenge – for which I blame Bonitas Pro Cycling team captain Luthando Kaka – but I also wanted to take up a physically gruelling challenge with great health benefits.

The real learning curve, though, was when I took on an unending hill during a lonesome training ride through Grahamstown in the Eastern Cape. I could see the top of the hill, but trying to ascend was – truly – an uphill battle. It was when I stopped looking into the distance and concentrated on the road in front of me that things got better. Don't get me wrong – I like looking at the greater picture when facing challenges, but sometimes you need to tackle your hill one pedal-revolution at a time. The great news is that before you know it, you'll be on the next plateau,

asking yourself how you made it this far.

The moral of the story is that there are no shortcuts to success — only different approaches and techniques. DA leader Mmusi Maimane took an unconventional route to the top. For example, his critics cry "Foul!" because he never went through the party's

Young Leaders' Programme. Instead, he used his academic achievements to ascend the political dais.

The Powerhouse feature on Shimansky Jewellers founder Yair Shimansky is a lesson in resilience. The first pieces he designed were made from wire and were sold at flea markets before he could open a barrow at The Wheel Shopping Centre in Durban. Today, Shimansky Jewellers is one of the leading luxury brands in the country. It all started with baby steps.

We would like to make a noise about our pride and joy: the DESTINY MAN Power of 40 report, brought to you in association with DX Smooth Pro Series. We continue celebrating a culture of excellence among 40 men – under the age of 40 – who are trailblazing across their disciplines. The process of putting the report together has been complex and we are very grateful to all those who have been part of the experience – whether as candidates or contributors.

To our *Power of 40* partners, DX Smooth Pro Series, we say: "Nangamso!" ("Don't ever stop lending a helping hand!").



EDITOR MZO WITBOOI

LIKE LOOKING AT THE GREATER PICTURE WHEN FACING CHALLENGES, BUT SOMETIMES YOU NEED TO TACKLE YOUR HILL ONE PEDAL-REVOLUTION AT A TIME.





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SEPARATES THE MEN FROM THE BOYS

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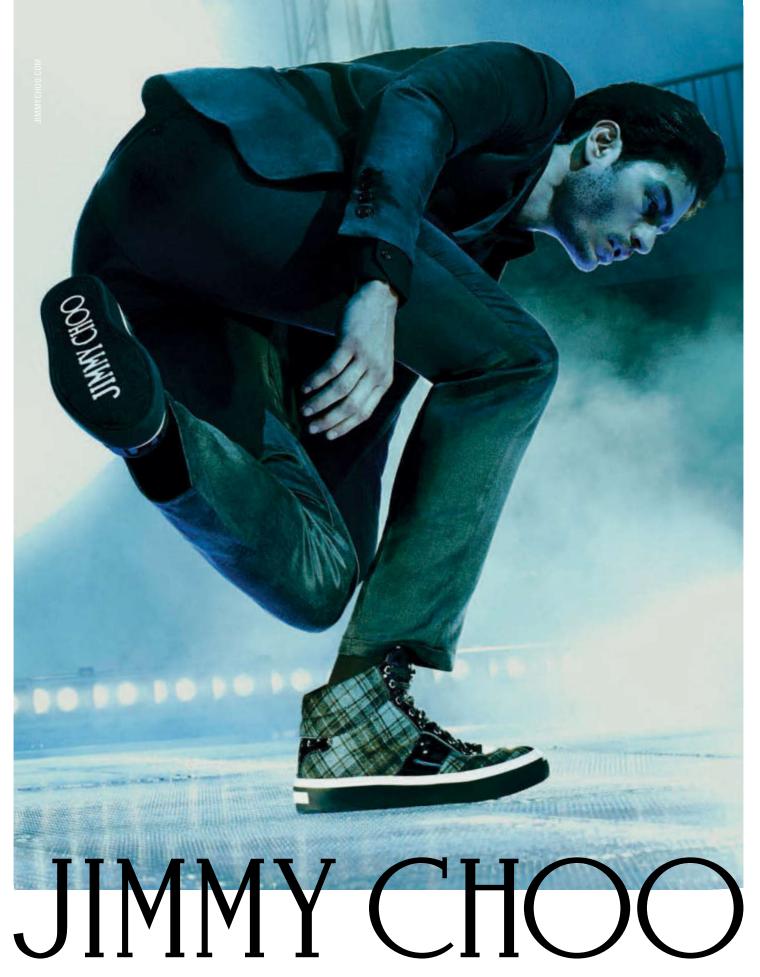




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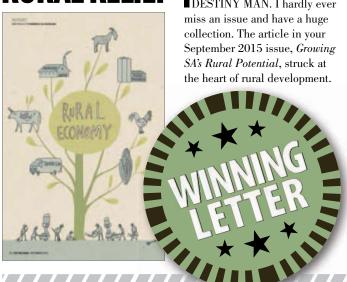


LETTERS

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RURAL RELIEF



'm an avid reader of DESTINY MAN. I hardly ever

In my motivation for my Master's degree in development, I wrote about the same issues addressed in the article. The rural economy has the potential to lift many people out of poverty, as there are massive opportunities out there. Young people are migrating to urban areas in their numbers, leaving the elderly, who can't make optimal use of the land. We should put the rural economies back on the rails. This should not be limited to SA alone, but extended to all Africa. Let's not sacrifice our rural economies for the lure of towns and cities. – Sibangani Dube, Botswana



Wearing a Timex watch makes a bold statement and expresses the uniqueness and integrity of the brand. Endurance is evoked, whichever style you choose. The writer of this month's winning letter will win a Timex hamper worth R3 200.

ULFILLING OUR DESTIN



DESTINY MAN never ceases to amaze me. The interview with the ever-hungry Christo Wiese in the September 2015 issue is further evidence that entrepreneurship is the way to go to revive our ailing economy. Even though Wiese is in his 70s, he doesn't seem to have lost his eye for new opportunities and is a prime example of a man who does not let age dim his ambition.

The amazing motivational columns and the stories of youngsters like Siya Xuza are testimony to the fact that if we pull together, we will create a thriving economy. This is a land of endless possibilities - let's develop more entrepreneurs. - Aubrey Madiba, Brandhof, Free State

WIESE & WISDOM

Just a note to compliment you on an excellent magazine. I barely even glance at the financial media nowadays. Its content is steadily deteriorating to the point where it's all just noise.

DESTINY MAN, on the other hand, is going from strength to strength.

Lespecially liked your Christo Wiese cover story in the September 2015 issue. In my opinion, he is undoubtedly SA's greatest living entrepreneur and you are doing a great service to many young entrepreneurs by sharing his story and words of wisdom.

Keep up the good work, guys! **- Alan** Knott-Craig, Stellenbosch

m an aspiring entrepreneur who wants to be independent and have a positive impact on society. The September 2015 cover feature on Christo Wiese is a great source of inspiration. Africa has a predominantly low-income population, which presents endless opportunities. Entrepreneurs, at times, make their business models very complex, when the market gaps are right at their feet.

A business that is based on a solution without a problem will end up as a business with a problem – and without a solution. Therefore, entrepreneurs must identify problems and assess societal needs, building sustainable business models around them to positively impact society. Low-income consumers spend on basic needs – the products which meet them have no substitutes.

I salute DESTINY MAN for igniting my entrepreneurial desire by featuring this hope-filled article for aspiring entrepreneurs who want to add value to society. - Otlaathusa Tshekiso, Botswana



THE BRILLIANCE OF FAILURE

Nelson Mandela said: "The greatest glory in living lies not in never falling, but in rising every time we fall." Failure is your friend, not your foe. It's a brilliant opportunity to grow Simon T Bailey's
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Even when one has had consecutive successes throughout one's life, there will come a time when strategy fails and plans backfire. Success is never guaranteed.

I invite you to be the epitome of resilience, encouraging others to rise from the ashes of disaster and soar like a phoenix. However, the phoenix must have both wings to fly.

If you are encouraging others to remain optimistic, you must have an inherent supply of positivity yourself. A one-winged bird cannot remain airborne.

Here's how you can cultivate resilience and bounce back from failure:

SEPARATE YOURSELF FROM FAILURE

Don't internalise the feeling of failure. The plan or project failed, not you. Once you learn to separate your identity and self-esteem from the situation, you will find that it is much easier to bounce back. Detach your ego; you can't let failure affect you in a way that causes you to shrink away from challenges later on.

Men tend to blame themselves, but instead of wallowing in self-pity, you ought to display fortitude and strength. This venture may have failed, but have enough faith in your ideas and abilities to believe the next one will not.

TAKE AN ANALYTICAL APPROACH

When you look at the failed situation analytically, you start to see it from another perspective and, in the process, alleviate feelings of frustration and regret. This will help you to study the situation and learn from it. Once you have garnered enough information, you are ready to apply and incorporate the new-found insights into the next project you initiate. Broaden your horizons and use cool logic to approach any inconvenience. This will ensure that emotion and reason are kept apart, allowing you to rationally work out a solution.

VIEW FAILURE AS FEEDBACK

Instead of fearing failure, value it. Understand that failed projects are signposts, guiding you along the way. Until the incorrect method is pointed out and separated, one cannot determine what the correct one is. Failure is never final. It is simply feedback, helping you recognise where you erred and teaching you to correct your past mistakes. Good men who lead brilliantly are indefatigable and a small dose of failure doesn't keep them from moving ahead with speed, precision and clarity. Learn from your mistakes and adapt to new experiences.

You stand out because of your ability to move past minor setbacks and because you are able to see failure for what it really is: an enabler, a motivator and a teacher. You are already aware of this. It dwells in your subconscious, but you must draw it out and hone the ability to adapt and grow. Only then can you truly rise above it.

GALLO IMAGES/GETTY IMAGES/ISTOCKPHOTO



WRITTEN BY JUSTICE MALALA

LESS TALK, MORE ACTION

SA needs to implement the National Development Plan (NDP) urgently if we are to turn the tide of bad economic and political news we were pounded with in 2015

Justice Malala is a political commentator, television host and newspaper columnist.



here was never really any doubt that this year would be tough. The signs were always there.

By late 2014, we knew that load-shedding would be a regular feature of our lives and that business activity would take a knock. We knew that labour troubles, following the crippling platinum strike, would feature strongly. We also knew that our politics would be divisive, as the Economic Freedom Fighters entered Parliament and vowed to challenge both the DA's leadership of the opposition benches and the ANC's overarching dominance of the House.

And so it has come to pass. We have had a year full of political noise and serious challenges on the economic front. When the second-quarter GDP numbers came out in August – on the same day that the global market turmoil saw the rand touch record

lows against the dollar and the pound – we knew that things were not looking up.

Statistics SA numbers showed that the economy has contracted by 1.3% on a quarterly basis. This was a shocker - most economists had predicted that we would still show growth of about 0,5% and defy the challenges of the first half of the year. Today not many experts will commit to the 2% GDP growth number that we have all - from Finance Minister Nhlanhla Nene to the economists - punted for 2015. We are likely to come out looking worse than that unless something spectacular happens.

The political challenge is to look to the future and begin to carve out a narrative telling our people and the world that we are going through a rough patch, but – crucially – that we have a plan which means that in 10-20

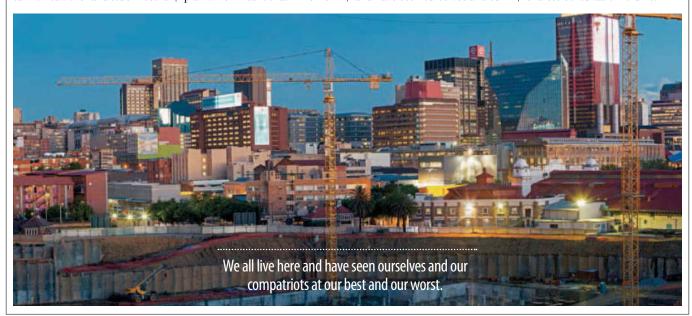
years' time, we will look back at 2015 as a year of triumph. This requires sober minds and dedicated, tireless and singleminded leadership. It requires our political leaders to give us electricity and let the factories start cranking out products, thus creating jobs.

Economist Cees Bruggemans reminds us of what happens when we let things go. In a column in August, he wrote: "Growth that should be rumbustious instead comes to a shrieking stop. Stagnation becomes embedded in thinking, in doing, in the structure of things. There is no progress, only holding operations, things put on care and maintenance and a few too many people gone fishing."

We don't want that. We know what has gone wrong this year and in years past. We all live here and have seen ourselves and our compatriots at our best and our worst. This is no time for pointing fingers. It is time for leaders to implement some serious policies to ensure that the poorest of the poor have bread on the table and the well-off do not find themselves in deep trouble.

So what will 2016 be like? Will it simply entrench this sad economic and political reality that we are currently living? Will we continue to read miserable headlines telling us about job cuts, economic contraction and the weakening rand?

I have said on these pages before that we need to urgently implement the NDP. It isn't rocket science. We need to show leadership that commits to the plan and its implementation. Then, crucially, we need to hunker down and get to work. The time for talking is over. Let's act, not sit around yapping in endless consultation forums.



GALLO IMAGES/GETTY IMAGES/ISTOCKPHOTO



THE WEIGHT OF THE WORLD

My problem is that when it comes to food, I never know when enough is enough. The world's problem is that there isn't enough food for everyone in the first place. Two problems, one solution

Rich Mulholland kicked off his career as a rock'n roll roadie before starting SA's largest presentation firm, Missing Link, and cofounding 21Tanks, SA's first perspective lab. He blogs on: www.richmulholland.com





wo things happened to me recently. The first was that I was tagged in a tweet on a talk by one of my closest friends, Brent Lindeque. In 17 years of coaching, I've never seen a person deliver their debut speech with such eloquence. It's well worth watching: https://youtu.be/oONNuBOpwkM

Lindeque tells the story of how he "changed one thing to change everything". In spite of the fact that I was there to watch this unfold, I was inspired. To fill in the gaps, Lindeque is the guy who flipped the Nek Nomination meme, in which participants record themselves partaking in a physical activity after downing a few drinks and challenging others to outdo their efforts, by buying a beggar lunch and encouraging their friends to do the same.

What if I gave every kilojoule I chose not to eat to someone who needed it?

Then the second thing happened. After waiting until my wife had left the bedroom – I'm self-conscious about my weight – I got up, feeling the dreaded "wobbles". It feels as

if you have too much skin, but trust me, it ain't skin, buddy.

I climbed into the shower and inspired by Lindeque (and no, I don't usually think about him when I shower), came up with the following idea.

I've been eating 11 300 kilojoules per day of late. I should be scoffing around 8 350 (I know kilojoule-counting isn't for everyone, but it certainly works for me). What if I gave every kilojoule I chose not to eat to someone who needed it? That's what I'm going to do.

Every day until I reach my goal weight of 84kg, I'm going to log my kilojoule intake using the MyFitnessPal app (try it). I'm also going to find a product that contains the required deficit of kilojoules and give it to someone in need. I may pack it in a box so I can deliver one big care package.

I'm hoping this social contract with a person who needs a loaf of bread a whole lot more than I need a Lunch Bar will give me the willpower I require to see it through. It's certainly far from selfless, but there's no harm being done, right?

If you find yourself struggling with winter flab, why not join me in this endeavour? The more, the merrier – literally. Simply log your kilojoules and share the saving. You shed the weight you need to lose and someone else (who needs it) gains it. I'm calling it #ConsumptionCredit and you're all invited.

And – let's face it – you're far more likely to get some action if you lose a few kilos. DM



Enjoy Responsibly. Not for Sale to Persons Under the Age of 18.



Keith Shipley and Mike Schalit founded their upstart advertising agency, Net#work BBDO, in 1994. Some 21 years and numerous awards later, they are still motivated by the same values

ur business journey, did you say? Er, more like a roller-coaster ride. A whirlwind of ups and downs, wind through our hair, angst in the pits of our stomachs and adrenaline pumping through our veins. Shrieks of joy one minute, blood-curdling terror the next, seemingly balancing each other out as we faced down the challenges. Hurtling headlong towards our naïve ambition: ideas to change the world, ads to make a difference. Yikes! More often than not, we stared disaster in the eve.

As we reflect on our lives as ad men, we see mad men, rad men, even sad men, yet, ultimately and most definitely, glad men. But hey, before we get ahead of ourselves, let us take you back to

where it all began - the dawn of our new democracy: April 1994.

It was the best of times and the worst of times (apologies, Charles)... a new country in waiting, equal measures of dread and expectation, crisis

and the fear of the unknown. Massive uncertainty and two pale males want to start an ad agency? The balance of extremes was

baked into our DNA. Everyone concerned about building bunkers to safeguard their lives and their tins of baked beans young Keith and Mikey stressing about ideas to enhance lives and sell those baked beans. Heita, the

very first advertising agency born in the new SA. Howzit. Net#work BBDO.

Our first lesson was learnt fast in the paradox of crisis: opportunity. From the seeds of revolution, the rainbow revealed itself. A rainbow nation, an inspiration to the world, as we found partners from all walks of life, from Xhosa and Lebanese to Zulu and Japanese.

And so evolved our African way, as we continued on our helter-skelter path and pursued the potential success inherent in chasing failure. Embracing the spontaneity of creativity, liberating the need to be right. Trying really hard to be wrong. Suddenly, anything was possible. Ideas were allowed back in.

And, as we didn't know what we couldn't do, we went large and thought big.

We sought smart, brave new clients and pushed boundaries. We found success and trouble, almost in equal measure. We were never good with compromises - our aim was greatness, not agreement. And so we never grew too big, or too big-headed, as we simply wanted to get better.

Passion. Pride. Fun. Worldclass excellence. They were and still are - our only measures. Never rands, only sense. Of the common kind. Like that of the consumers with whom we connected our clients.

The work flowed almost as freely as the robust debates over

Passion. Pride. Fun.

World-class excellence.

They were – and still

are – our only measures.

Never rands, only sense.

.....

selling it, as did the awards, the champers and the blood. Great work never comes easy.

> We hired hungry, young people with

potential and fired-up dreamers and thinkers, never stars. We always looked for more nimble minds than our own, with an ambition that could surpass their ego. Radiators, not drains, who were inspired to do stuff. As a

team, before collaboration was the thing. "We", not "me".

Some 18 Loerie Grands Prix and three Cannes Grands Prix awards later, among numerous other accolades, attracting new business and forging new frontiers, from two to 25 people in our first six months, then up to 180 a decade later and back to around 120 right now, at 21, we've only just got the key to the front door.

As Martin Luther King said: "We're not where we want to be and we're not where we're going to be, but we sure are a long way from where we were." DM

SHIPLEY'S AND SCHALIT'S STRATEGIES

- Always have a healthy paranoia.
- Look for hand-raisers, not finger-pointers.
- Pick yourself up quickly.
- Laugh every day and don't take yourself too seriously.



the long-awaited comeback of flamboyant masculinity. The exhilarating splash of a sea-fresh accord and a citrus cocktail contrasts with the warm and masculine sensuality of spicy leather and patchouli notes. Its opulence is captured in the eye-catching gold packaging.

To thank Shipley and Schalit for sharing their entrepreneurial journey, they receive a hamper worth R3 160, consisting of four 50ml Paco Rabanne fragances.

Do you have a business journey you'd like to share? Email: 550 words to richard.goller@ndalomedia.com with "Business Journey" in the subject line.

TRENERY

Summer 2015



SOCIAL MEDIA REGRETS

Young people bring energy and fresh ideas with their social media skills, but where is the shame?

Shaka Sisulu is happily tweeting @ShakaSisulu





y media organisation recently recruited a new crop of human beings called social media community managers.

While this is all very exciting in terms of fresh new ideas, energy and lingo, I have, after a few weeks, determined that there is definitely a drawback to being in the same social pond with these fellows.

One Monday, on my way to the office, I grabbed a quick cup of coffee and perused the social media networks. One of the few pictures that I liked on Instagram was one of those "Monday blues" memes, lamenting how quickly the weekend had passed. I chuckled, even before I noticed who'd posted it. It was Renée, a new community manager who'd recently relocated from Cape Town. I never got to tell her how funny it was, because she didn't come in. She SMSed that she'd taken ill - an hour after

The worst thing with these social media people is when they go all kamikaze.

reporting time.

The irony of Renée complaining about Monday and then not coming into the office to face it was somewhat lost on me – until one of my partners showed me a Snapchat video. It was Renée, eating her youth, swinging from a chandelier and beaming brightly into the camera. Snapchat videos only last 24 hours. That put paid to her admittedly flimsy explanation for her absence. And her job.

I'd never imagined myself the kind of boss who employment blogs warned job-seekers about. They'll warn you that your job is on the line if you don't clean up your online profile, upload highly personal videos, be a bigot or throw shade at the boss.

But I have to admit I appreciated the latter when

I bumped into some really unkind remarks one of our other newbies made regarding one of his colleagues. I called the chap out and was rewarded with a few passive-aggressive tweets about "people who need to learn to butt out of everyone else's business".

I actually didn't spot it. I was sent a screenshot. Tweet-spotting appears to be a sport for some people. I told the snitch – the first victim – to bugger off. I was tempted to post my own subtweets about them both.

I was circumspect, however, and didn't; something I wished for another employee a few days later. They were moaning on Facebook about being broke. And bosses who don't recognise value.

These comments were just above the picture of themselves and me that they'd posted on

a Friday night during a work drinks session. The caption read: "World's best boss". What's anyone to think!?

That's the best thing that can happen with social media people. The worst is when they go all kamikaze. Tshepo, a contractor, once hijacked a client's social media account and posted a picture of his face with the caption "#BBHMM". That's Rihanna-speak for "Please pay me now!" It seems he was unhappy with our payment cycle.

Supplier anger is never far off if, like me, you have made the mistake of having a small business and a fabulous life at the same time. No-one can reconcile your alleged cash-flow problems and the snaps of you getting into the VIP section in another city.

There are an infinite number of outraged memes on the "You're balling when you owe me" theme. No-one wants to be tagged in these.

Freddy, another new social media manager, proved, however, that many young social-nistas are impervious to online shaming. Once, I jumped onto his very active Twitter timeline and called him out for not returning my calls and messages. He coolly responded: "It's still lunch on Twitter fam."

I guess, ultimately, that's what makes this new breed so good at their jobs: their brazen fearlessness.

I've never experienced such intense social media regret over someone else's posts.



it's not me it's you

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The Setswana idiom, "Bitso lebe ke seromo", is translated as "Give a child a bad name and you curse them for life." When Mmusi Maimane's grandmother gave him his name (which means "leader" in Setswana), was she inadvertently writing his future?





MMUSI

walks into the Presidential Suite at Cape Town's One&Only Hotel, speaking tersely on his phone with his executive assistant.

He's confirming a rather long list of appointments for the rest of the week and an upcoming trip to London, while also making lastminute preparations for a debate in Parliament that afternoon.

Evidently, he's a busy man. As busy as one would expect the leader of the country's official opposition party to be. With topics such as #Nkandla, #AlBashir and

#Eskom dominating debate across the country, there's not much time for one-on-ones with the press.

We first approached Maimane (35) shortly after he was elected leader of the DA, but abandoned the idea because we would have had to interview him in-flight – hardly the setting for an in-depth conversation with a man who could one day become this country's President.

He takes a moment to greet the crew individually once he hangs up the phone and, almost visibly relieved to find a chair, settles into the grooming seat. His banter is light, maintaining his professional mien. However, bits of his personality start to show as the morning progresses.

Our Fashion Editor asks him to loosen his tie as he would when returning home at the end of a long day, but he refuses, laughing: "*Thixo wase* George Goch! That's too EFF for me!"

Maimane has enjoyed a meteoric rise within the DA, which someone in our office described as "showing up just in time to eat the food [former DA Parliamentary leader] Lindiwe Mazibuko prepared".

He first emerged as the party's 2011 mayoral candidate for Jo'burg and while his bid failed, the party nonetheless attributed a 15% growth in support in Gauteng to the young, DA-styled game-changer.

He went on to lead the party caucus in the city, before becoming National Spokesperson and then 2014 candidate for Gauteng Premier. He moved to Cape Town to become the party's Parliamentary leader when Mazibuko announced she was leaving to study at Harvard University in the USA. He was voted DA top gun after Helen Zille's surprise announcement in April this year that she would not be contesting the party's leadership.

His critics have pointed out that, unlike other DA leaders, he did not go through the party's celebrated Young Leaders Programme.

"We all follow our own paths to get to where we need and want to be. Things have worked out for me," he says. "We all see development differently. I have an academic background, having finished a Master's in public administration. As you lead, you learn and as you learn, you lead better. I'm working on various aspects of my development, as I have indicated I am working to register for a PhD in economics."

Maimane doesn't elaborate on what he's had to do "besides be himself" to achieve what others – like former DA Chairperson Joe Seremane in 2007 – failed to do: take the helm of the formerly white liberal party. However, the reasons for his remarkable rise are surely evident in the man himself.

There's his oratory and his timing, which is everything in politics. Maimane emerged as a viable choice for party leader, just as a vacuum was left by the departure of Mazibuko – after a rumoured fall-out with Zille, who hadn't covered herself in glory during recurring media battles.

However, he delves into the objectives of his relatively new role with vigour: "The DA is often characterised as the blue water between a failed state and the ANC," he says. "In a society characterised by rampant corruption, economic deprivation and state capture, we see ourselves as a party that does a few things: be the alternative. We have articulated a different vision – one borne of an inclusive, prosperous nation."

He adds that the DA is about constructive opposition and putting forward a realistic and progressive alternative to the status quo. "We hold the executive to account – this is effective opposition. Often people say we go to court a lot, but if we didn't, the SABC would be in disdain of the Public Protector. It was Lindiwe Mazibuko who took the Nkandla issue to Parliament."

Maimane's passion for the DA is evident, but it wasn't always that way,



I didn't grow up with a silver spoon in my mouth. I came from an ordinary home. From a young age, my parents instilled a sense of responsibility and ubuntu in me. he explains. He had a "warm and homely" upbringing in Dobsonville, Soweto, where his cashier mother, Ethel, and factory worker father, Simon, were "ANC people".

A 13-year-old Maimane participated in protest marches in the township and even admits to building a petrol bomb – although he clams up when pressed for details.

"I didn't grow up with a silver spoon in my mouth. I came from an ordinary home. From a young age, my parents instilled a sense of responsibility and ubuntu in me," he says.

Maimane's first of many "defining moments" came when teachers Linda and Alec Galanakis gave him extra lessons in English, maths and science at Pace College in Pimville, Soweto.

"I was one of the few students selected to attend these extra lessons. They gave us invaluable opportunities," he recalls.

Like most township kids, Maimane says, he had to look for a "parttime or weekend job" so that he could help his father provide for his three siblings and fund his studies.

After matriculating from the former Model C Allen Glen High School in Roodepoort, Jo'burg, he continued working part-time. "The money I earned helped me to enrol at Unisa," says Maimane, who graduated with a BA in psychology.

"My father used to say he would go without socks so that I could go to school. You know, I did my first degree through Unisa because we couldn't afford the tuition fees elsewhere."

Maimane went on to complete a Master's in public and development



THE ELECTRICITY CRISIS: Our focus would remain on breaking the Eskom monopoly and opening the market to independent power producers, speci" cally those in the renewable energy sector. We would also cancel the R1-trillion nuclear build procurement process.

INTERVENE IN THE TOURISM AND MINING INDUSTRIES: The DA would immediately suspend and withdraw the new job- and tourism-killing regulations and replace them with responsible measures to ensure the country Security against threats, while preventing economic harm.

SUPPORT FOR SMALL BUSINESS: The DA would prioritise the identi" cation and reduction of the regulatory burden of job-destroying red tape that serves as a barrier to starting a new business, while o⊠ering tax incentives to individual business mentors who shepherd new enterprises LABOUR MARKET REFORM: Labour policy must balance the protection of workers ights with the need to build greater "exibility into our labour market to make it easier for businesses to create jobs.

POLICY CERTAINTY: The DA would seek to restore investor con" dence by amending or repealing damaging economic legislation that deters foreign investment, decreases job opportunities and increases the capacity for corruption.

management at the University of the Witwatersrand. He also completed a Master's in theology at the University of Wales and briefly lectured at the Gordon Institute of Business Science.

In an interview with *The Times* in May, his parents said they were surprised that their eldest son chose a life of politics and were especially taken aback when he joined the DA. They have since embraced his politics.

Maimane doesn't explain what led to him joining the DA, but the passion he has for holding government accountable speaks volumes.

"The ANC is focused on advancing the interests of a small, politically connected clique, rather than all South Africans, especially the most vulnerable of our people," he says.

He believes the country needs leaders who can put the interests of the public ahead of their own. "When the Kaizer Chiefs coach doesn't perform, he is fired and replaced. If politicians don't perform, fire and replace them through the ballot box."

There's another dimension to Maimane: his alter ego behind the pulpit. Before he came to political prominence, he was a pastor at the Liberty Church in Randburg, Jo'burg. It's where he met his wife, Natalie, with whom he has two children, Kgalaletso and Kgosi.

He's had to scale down his involvement in the church and now serves only as elder. Maimane brushes aside any suggestion of a conflict of interests between his political ideology and religion.

"I don't see them as different. I have always thought everything I do has a spiritual element. I've never woken up and said to myself: 'Today, I must wear this hat.'

"I took an oath of office in Parliament so that I could protect the Constitution. I officiated at a gay wedding because the laws of the Republic provide for that and are written to serve all South Africans."

Maimane becomes irate when responding to allegations that Zille is still in charge of the party.

"It is a comment that is borne of the belief that black people are inherently unable to think and lead and can only operate as puppets. I was democratically elected and I lead this party proudly."

He faced a stern test of his leadership skills when the DA's Shadow Police Minister, Dianne Kohler Barnard, shared a Facebook post praising apartheid-era President PW Botha. At the time of going to print, Barnard had been demoted, but experts felt the blunder could cost the party dearly. Critics believe that it was a slap on the wrist and that Barnard should be expelled. This occurs against a backdrop in which university campaigns, such as #RhodesMustFall and #IAmStellenbosch, reveal within a microcosm the rising racial tensions within the country.

"The DA is a party that respects institutions and due process. I immediately referred the matter to our federal legal commission. As Parliamentary Leader of the DA, I have also reshuffled our shadow Cabinet," says Maimane.

As the shoot wraps up, his assistant calls again to inform him of a new appointment for that evening. "I have another meeting after Parliament," he sighs. Shaking off his disappointment, he heads back to his car.

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DESTINY MAN speaks to three MPS who are committed to leadership and mentorship. Youth is certainly not wasted on the young here WRITTEN BY STHEMBISO HLONGWANE



NQABAYOMZI KWANKWA (34)
United Democratic Movement (UDM)



MZWANDILE MASINA (36) African National Congress (ANC)



MKHULEKO HLENGWA (28) Inkatha Freedom Party (IFP)

In many quarters, Kwankwa is seen as the direct successor to UDM leader General Bantu Holomisa. He left the corporate world in 2009 to pursue a career in politics and says the current crop of young leaders is showing great promise. However, he says today's leaders are not solving national challenges, but are more concerned about scoring "cheap political points".

"We have to arrest this problem, if we are to bequeath to our progeny a vibrant SA in which all her people look forward to the sunrise of their tomorrow, rather than one that is thick with the wreckage of failure."

Kwankwa, who worked as a cleaner and security guard to help finance his studies, says there are four qualities of a great leader: "Strength of character and integrity, enthusiasm for his work, a great deal of tenacity and a capacity for hard work. In politics, you definitely need a thick skin."

Currently pursuing a Master's in economics through Unisa, Kwankwa says there are numerous initiatives in both the public and private sectors that aim to groom future leaders, but they are not well co-ordinated and properly aligned. "Close scrutiny of youth mentorship programmes in government alone often reveals that the right hand does not know what the left hand is doing. The same can be said about the private sector. At times, young people are put into these programmes without a clear goal in mind."

Kwankwa says the UDM is committed to mentorship and succession planning. "I myself am a product of deliberate actions and steps that were taken by the senior leadership of the UDM, in particular our party leader, General Holomisa, who is my mentor." He says young people within the party are mentored "formally or informally on a daily basis". "While senior leaders may take time to plan for succession properly, in a political organisation, ultimately, it is the party structures that decide."

As a teen activist growing up in the volatile township of Katlehong, Gauteng, Deputy Trade & Industry Minister Masina joined an ANC self-defence unit. This was the '80s, when township residents waged running battles with hostel-dwellers who mostly supported the IFP's self-protection units. After the unbanning of all political parties and the release of Nelson Mandela, Masina joined the ANC Youth League and went on to study public and development management at the University of the Witwatersrand. He recently graduated with a Master's in entrepreneurship from the University of Pretoria.

He believes strongly that true leaders do not create followers, but other leaders. "It's the responsibility of all leaders in society to mentor and guide future generations, whether through formal training, mentorship programmes, or sharing your experiences on social media and engaging with young people."

He says the three qualities of a great leader are honesty, creativity and diligence. "An ethical foundation is important when you are serving people. Being honest with yourself and your constituency — in my case — provides you with clarity when making decisions which will affect others."

Masina says the ANC is doing a lot to groom tomorrow's leaders, but thinks that more can be done. "I am highly committed to mentoring young people and giving them opportunities to lead. A practical example is my own team, which is made up of some the brightest and hardest-working youth in politics today."

He believes a succession plan is part of good mentorship and coaching. "We are aware that our opportunity to serve the people of SA is limited, hence it is our responsibility to ensure that the next layer of young leaders is equipped with the skills and knowledge to move the country forward."

Hlengwa was born into a political dynasty. His late father, Inkosi Mhlabuyalingana Hlengwa, was a deputy Speaker of the KwaZulu-Natal (KZN) Legislature and his uncle, Mntomuhle Khawula, represented KZN in the National Council of Provinces.

Hlengwa, the National Chairperson of the IFP Youth Brigade, says the future of South African leadership is under threat. "I'm worried by the fact that the pursuit of leadership positions is driven by self-interest, rather than a commitment to serving and fulfilling the needs of the people."

Hlengwa, who joined Parliament as a replacement for a retiring MP in 2012, says the culture of entitlement is the greatest single threat to leadership, because it is contagious, especially when the moral fabric of society is soiled by corruption and fraud.

He says youth unemployment is a ticking time-bomb and adds that the IFP Youth Brigade are committed to sustainable youth leadership. "The IFP's internal Leadership Development Institute is busy grooming future leaders." He believes there is a need for greater collaboration between political parties and the private sector to fund more training programmes and incubate, mentor and coach youth leaders on an ongoing basis. DMI

Close scrutiny of youth mentorship programmes in government alone often reveals that the right hand does not know what the left hand is doing.



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IT'S SHOW(MAX) TIME!

aspers is on a roll. First Media24 CEO Esmaré Weideman apologised for the publishing giant's role in apartheid and now it is releasing what it hopes will be a Netflixslaying video-on-demand service, the catchily titled ShowMax. This is quite an undertaking, when you consider that the American trendsetter, with its gargantuan content library, is set to begin operations in SA early next year.

Naspers' new subscription video-ondemand service has its work cut out ahead of the impending launch of Net" ix in SA

Hong Kong-based PCCW Global, which is involved in SA's first smart city project in Gauteng, has also announced that it will be launching a service in the burgeoning South African market before the end of the year. By pegging the subscription option at a reasonable R99 per month (limited to five devices), Naspers is running the risk of cannibalising its DStv numbers. CEO Bob van Dijk has stated that ShowMax is a priority for the group, with \$65 million expansion into the rest of Africa on the agenda. Rivals like MTN's FrontRow and Times Media's Vidi have responded by slashing subscription rates. The market is certainly there for it, with one million South Africans said to have ADSL Internet connections with sufficient bandwidth to support the service – a minimum of 2Mbps, but preferably 4Mbps for 720p streaming. ShowMax subscribers can access the service on PCs, iOS and Android devices, as well as on Samsung and LG Smart TVs using the dedicated app.

Price points are one thing, but content is king. How does ShowMax measure up? Not bad, actually, with 750 titles of 850 complete seasons over 19 000 episodes and over 11 000 hours of viewing time enough to tide users over until November 2016 if they were to watch 24 hours a day. The shows include popular Hollywood fare such as Game of Thrones, Arrow, Vikings, The Late Show With James Corden and 12 Monkeys, Brit classics, such as Black Adder and local favourites like IsiBaya, iNkaba and The Wild. ShowMax has also scoured SABC's back catalogue to feature complete seasons of the likes of Orkney Snork Nie! and Vetkoek Paleis.

The 400 or so movies, however, seem to be thin on the ground, and the gap between ShowMax and Netflix is conspicuous in this department. There are plans to release series that have not been televised in SA and a first original ShowMax series for the South African market is expected to hit the platform before the end of the year.

ShowMax GM John Kotsaftis was bullish at the launch and maintained that he was gunning for the American heavyweight. "We're unashamedly ambitious in what we're aiming to achieve with ShowMax. The ongoing change in viewing habits has given us the opportunity to build a video-ondemand powerhouse to feed the marathon-viewing trend. We've got all the best content and we're bringing this in at an attractive price,

BUSINESS EVENTS WRITTEN BY GILLIAN KLAWANSKY



HOME-BASED BUSINESS PROFESSIONAL

5 November, City Lodge, Durban

Offering all the skills needed to work from home or earn a second income on the Internet, this three-hour workshop by Work Your Wealth is a must for those looking for new and sustainable home-based financial opportunities. It will also be conducted at venues across SA in November.

Visit: www.workyourwealth.co.za/events/home-basedbusiness-professional



AFRICACOM 2015

17-19 November, Cape Town Convention Centre

Featuring talks from more than 350 leaders in the digital space, AfricaCom is one of Africa's biggest tech events. Offering insights into a wealth of digital topics, including digital innovation in Africa and ways to sustain profitability, it's a platform to network with some of the continent's top digital decision-makers and a must for anyone working in the ecosystem.

Visit: africa.comworldseries.com



PHOTO & FILM EXPO

19-22 November, The Dome, Jo'burg

SA's largest photographic show brings together more than 20 000 creatives and includes displays, workshops, presentations, product launches, giveaways and talks from a number of local and international experts.

Visit: www.photofilmexpo.com



OYARA GEW NETWORKING SEMINAR

20 November, Hayani Guest House, Polokwane, Limpopo

As part of Global Entrepreneurship Week, entrepreneurial and human development company Oyara Enterprises will host an in-depth networking seminar, offering business tools, exhibitions and the opportunity to connect with aspirant, new and established entrepreneurs.

Email: noelle@oyarainc.co.za or priscilla@oyarainc.co.za



A GENTLE INTRODUCTION TO SEO & INTERNET MARKETING

25 November 2015, AstroTech Conference Centre, Parktown, Jo'bura

Hosted by SEO consultant Alison Weir-Smith, this workshop will teach skills you need to market your website, appear on search engines and attract the right clientele.

Email: diane@vividengage.co.za





According to American SEO marketing company Moz's 2015 Search Engine Ranking Factors study:

- With more and more people accessing websites through their smartphones, mobile-friendliness is predicted to deeply impact search engine rankings going forward.
- The type of top-level domain (.com, org, net, etc) your site uses has a low impact on Google rankings.
- The number of social shares on a page has a positive correlation with search engine rankings. Encouraging website visitors to access your social media pages makes a difference.
- Inbound linking rules link to other pages on your site, rather than to external websites.
- · Readability, usability and design of your site will have a big impact in the near future.



Advocate Lulu Makapela, the Project & Contract Manager for the Aerospace and Composites Council for Scientific and Industrial Research, was recently awarded the Young Space Leader award at the 66th International Astronautical Congress in Israel

This award inspires me. It's recognition of the contribution that I'm making through my professional activities. I'm the African Co-ordinator of the Manfred Lachs Space Law Moot Court Competition of the International Institute of Space Law, Co-chair of the Africa Leadership on Space Science and Technology Youth Forum and the co-organiser of the International Astronautical Federation's Youth Forum.

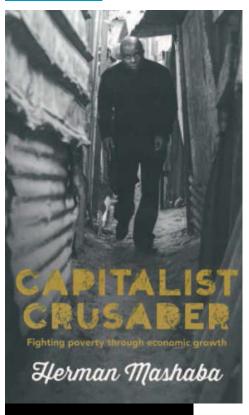
I was born in Jubisa village, near King Williams Town in the Eastern Cape. I passed matric at St Matthew's Girls' High School in Keiskammahoek, having studied physical science and maths. My initial thoughts were to do a BSc, All these satellites were built locally, with students and young professionals involved in the development. 33

but I decided to pursue legal studies instead. I graduated with an LLB from the University of Fort Hare in 2003 and an LLM from the University of Pretoria in 2010. Now that I work in a scientific environment, I appreciate my decision to do law. I can make a meaningful contribution to science and still feel that I have managed to be involved in both fields of interest.

SA has launched three Earth observation systems into outer space. All these satellites were built locally, with students and young professionals involved in the development. The first satellite, Sunsat, was launched in 1999. The second, SumbandilaSat, was launched in 2008 and TshepisoSAT was sent into space two years ago.

I've faced a lot of challenges in the science field. Over the years, I've realised the importance of working hard. I've organised training and capacity-building platforms for students and young professionals. I am involved in forums that provide opportunities for young people to get involved in outer space issues.

Mentorship is important. I make an effort to stay in touch with the people who supported and encouraged me in my career and life in general. There is no better source of wisdom than someone who has walked the path before you.



by Herman Mashaba (Bookstorm, R240)

Herman Mashaba is an unashamed free market capitalist. He began his own business, Black Like Me, in 1985 and an investment company in 2002, becoming Chairman of the Institute of Directors in 2008 and Chairman of the Free Market Foundation three years later. This book explains why he crusades in favour of the foundation's brand of capitalism and now supports the Democratic Alliance openly. The latter, like all political parties, is a broad church and some of the members on its left or centre may find Mashaba's views – for example, that wages should always be determined by the individual and his employer - a little extreme. - Paul Goller

GIVING BACK COMPILED BY S'THEMBISO HLONGWANE

The 2015 Volunteer Activities Survey reveals that South Africans are giving more freely of their time to worthy causes than ever before

R9,8 BILLION

the volunteers if they had been remunerated for their voluntary work



The number of hours volunteers spent helping the needy in 2014 the equivalent of more than 293 000 full-time jobs.



in 2014, compared with 1,3 million in 2010.



The percentage of men participating in voluntary activities in 2014.



The percentage of volunteers who were employed.

8,8%

The percentage of divorced men who are more likely to be involved in voluntary work.



LEARNING EXPERIENCE

Inspired by the success of TED, Mark Sham talks to DESTINY MAN about his passion project, Suits & Sneakers

What was the driving force behind the launch of Suits & Sneakers?

I've always been passionate about human development and informal learning, but over the past few years, my life has evolved in such a way that I decided to take the initiative and really do something about the country from that perspective. Suits & Sneakers is not just an event, though... I figured the best way to start with something as broad as human development was to work with my strengths and create a massive showcase event at which speakers could touch on any topic, as long as they

told a good story and added value. But the bigger aim is to create a massive, informallearning content hub. Without the showcase, our hub is just a blog, but when you combine the two, you have credibility and reach.

What does it take to pull off something like Suits & Sneakers?

I have *never* worked as hard as I did on the first Suits & Sneakers. The major problem was that I was selling an idea to the world instead of an existing concern. With a few weeks to go before the first event, I thought I had failed and I was sure the ground was going to swallow me up. Thankfully, the people around me kept encouraging me and it all worked out.

There's a very important football

match on the same night as your Suits & Sneakers event. Why would we benefit from attending your event? You ask a very difficult question. When you come to Suits & Sneakers, you are coming to a small business showcase, a night of learning from some crazy people who have done tremendous things and the chance to network with other like-minded individuals. There is nothing like coming together to make amazing things happen and even though I love football, Suits & Sneakers beats it hands down – for one night, at least!

Suits & Sneakers takes place on 5 November at Mosaiek Teatro. Randburg, Jo'burg. Speakers include Sage's Steve Cohen and Raizcorp's Allon Raiz. For tickets, email: desiree@vividengage.co.za Visit: www.suitsandsneakers.co.za or the YouTube channel.

SHAM'S **5 ESSENTIAL ED TALKS**

- Ken Robinson's Do Schools Kill *Creativity?* – I've watched this video many times and it confirmed that I had to start Suits & Sneakers.
- Simon Sinek's How Great Leaders *Inspire Action* — he teaches you that people don't buy *what* you do, but why you do it. This theory changed the way I do marketing.
- Jill Bolte Taylor's Stroke of Insight it makes me realise how many different types of people there are in the world, all sharing this element of humanity.
- Dan Gilbert's Why Are We Happy? Why Aren't We Happy? — it makes you realise that happiness is truly a choice.
- Johann Hari's Everything You Know *About Addiction is Wrong* – it embodies everything that's good about TED talks, giving you an alternative perspective.



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This is your one-stop shop for all things architectural. It has won numerous awards for various residential and commercial projects. If you've seen its multiaward-winning premises – 109 Hatfield in Gardens, Cape Town – you'll know that the company really means business. Saota's roots may be firmly grounded in SA, but it now boasts a global footprint with projects on five continents.

LUXURY MZANSI-STYLE

Ever wanted to burn your randelas on local luxury brands? Here's our pick



BROWNS JEWELLERS

There's something special about family businesses. The most fascinating thing about Browns – one of SA's leading jewellers – is its business principles. The firm is socially responsible, offers lifetime guarantees on diamonds and uses "conflict-free" gold. Browns has carved a name for itself as a luxury brand with a reputation that goes beyond SA's borders.



CAPE WINE

Not all Cape wine should be considered de luxe. but watch out for these four bottles when you're having a casual dinner out with friends, because a hefty bill might put a heavy strain on the friendship. The Vergelegen V Red, Saxenburg Select Shiraz, the Sadie Family "Columella" Red and the Bouchard Finlayson Tête de Cuvée Galpin Peak Pinot Noir are all priced at over R900 a bottle.



KNYSNA YACHT CO

If you really want to stand out in the marina, you can't get iust anv boat. You'll want to invest in a catamaran. Kevin and Rika Fouché's Knysna Yacht Co has been making waves in the manufacturing industry since 2002. They claim to take a boutique approach when it

comes to their business: "We're the only exclusive 'boutique' vacht-building company, producing a limited number of yachts per year for selected clients. Our focus is not on volume, but on innovation, technology, creativity, craftsmanship and safety," they say.

for thinking Fabiani is an Italian brand. The menswear icon was established in 1978 as a suit label, before expanding to include shoes, accessories and

casual wear.

in 2011.

FABIANI MENSWEAR

You'd be forgiven

Fabiani isn't just a flamboyant brand it makes a statement. The Foschini Group bought the label



RELATIONAL ECONOMICS

You could be sitting on a mine of possibilities if you're a friend of a friend who can make things happen, but you need to nurture these relationships if you want to make the most of your

social capital





We don't choose
environments
and situations we are
born into, and we—
subsequently—have

little say over what schools our parents send us to when we are minors. I know a number of people who have remained best friends with their primary and high school buddies. I also call a couple of high school mates once or twice a year to catch up.

However, some of the strongest ties for many – myself included – are forged during tertiary studies. But if you missed that opportunity, you can still make connections when you start working or network at various social clubs and events. Some of these connections can develop into meaningful relationships, resulting in a wealth of social capital.

HOW CONNECTED ARE YOU?

You've got to love the simple way in which Pavlo Phitidis, CEO of the Aurik Business Incubator, defines social capital: "You can use various types of capital to build your business, despite the fact that most people think it's always about money. Social capital is the goodwill that people have towards you and – when used appropriately and effectively – it can be used to create opportunity. It can also take you to the next level."

Nascence Advisory & Research Economist Xhanti Payi adds that "social capital represents our 'friends in high places". In some cases, you don't really have to personally know these "friends" yourself, but "people who know them". "For example, a university friend whose father is a leader of the organisation you wish to work for is social capital. So, too, are rich relatives and church people who can invest in your business venture."

He says such networks are so powerful that a single phone call "can connect or bring to bear a particular end that would have been impossible without the help of friends in the right places or with the right resources". However, he warns that they can also serve to exclude others. Innovator Ludwick Marishane talks extensively about the latter.

He says the South African economy is still predominantly in the hands

of white people and that previously disadvantaged groups are mostly on the back foot when it comes to cultivating social capital. Based on personal experience, he believes that funding, for example, "is a problem for start-ups, especially for black ones".

"The reason many black people complain about a lack of funding is that they don't have the social capital to get businesses off the ground. This is not the case for many of their white counterparts. For example, if a white University of Cape Town student were to come up with a cellphonemanufacturing concept, he would have the social capital to get through the doors of financiers and say: Tve got this phone that's been custom-made in China. Would you guys do the deal?"

"The point is that he could have been introduced to the potential financier by an uncle, friend or anyone in his social circle. If a typical black SA' is about diversity and it is key to building business and tapping into economic resources."

On a bigger scale, Payi says,
Africans have more social capital
than they know. "Africans have
social networks – the issue has been
how to tap into them. One needs to
spend time on the question and also
be brave enough to make the
connections and phone calls. It's
important to remember that you don't
have to know the person directly. We
have to map our relations to be able to
access those opportunities."

BUILD, NOT DESTROY

It's important for anyone who wants to benefit from their social capital to nurture their relationships with influencers and decision-makers and also guard against controversy. Of

When you are looking to work with decision-makers and entrepreneurs, the scarcest commodity is time.

student comes up with a similar idea, he'd need some money just to get this social capital," explains Marishane.

Payi agrees, but points out that there are many ways to go about leveraging networks. "In some instances, a domestic worker can now tap into her boss's social networks to get her child a bursary or a job."

He also believes diversity adds an interesting dimension to social capital: "Many people today are connected to those they went to school or university with or worked alongside. Of course, friendships and family are fundamental. But across many of these networks and areas are different people. The 'New



course, we are all fallible, but when we do more rights than wrongs, we get the benefit of the doubt. Payi acknowledges that social capital can be lost, often affecting people across the network.

Phitidis says that in the process of building social capital you need to be aware of what you say you'll do. "If you say you'll do everything for anyone, you become nothing to everyone. No social capital could ever be built from that."

SOCIAL CAPITAL-BUILDING TIPS

- Do what you say and say what you do.
- Be careful of what you say you're going to do.

Sadly, he says he has watched people obliviously destroying their social capital in every possible way. Here are some of the habits you need to watch out for if you don't want to ruin your social capital. According to Phitidis:

Don't waste other people's time:

"When you are looking to work with decision-makers and entrepreneurs, the scarcest commodity is time. Your pitch should be well thought-out." **Don't send long emails:** "When you email people, be concise. It's inappropriate and a waste of time to send people a thesis."

Don't bad-mouth anyone: "When a senior executive or influencer has a moment of vulnerability and shares sensitive information with you, you should never use that against them. We all have a soft underbelly."

Don't abuse your social capital:

"It's unethical to ask a friend in a high position in a corporate organisation to influence a deal for a product or service you want to sell to them."

LAWS OF MUTUAL ATTRACTION

One of the questions that seem to crop up when discussing social capital is whether investors and employers bet on the jockey or the horse. While answers may vary from situation to situation, Phitidis suggests that before one answers that question, one needs to understand how social capital is built in the business world.

He says: "Social capital is often built on the back of you doing what you said you would, irrespective of whether you're working in a small, medium or large organisation. When you fulfil your promises, it creates a brand, but it's also a commercial form of social capital."

Once you have built a reputation, it's even easier to get referrals and earn the trust of the people you deal with, based on the social capital you have accumulated. "One of the fundamental parts of building successful social capital is the understanding that it isn't built through what you say, but what you do. What you say can be curated and crafted to influence something, but — ultimately — if I see you do something once, twice, thrice and four times, your authenticity and intentions become very clear," says Phitidis.

CEO of business incubator
Raizcorp, Allon Raiz, believes that our
general attitude – as South Africans –
towards entrepreneurship tends to be
"unhelpful, distrustful, unsupportive
and unforgiving". He explains that
when businesses fail, these feelings
are magnified.

Before the birth of Raizcorp, a friend offered him the chance to turn an ailing retail clothing chain around. "The outlook for the business was bleak, but I applied unusual and often risky marketing strategies, which – luckily – made business boom. The local press did an article on one of my more innovative promotions. Through it, a local multi-billionaire businessman took an interest in me and, in 1991, offered me the chance to start a business of my choice, while being mentored through the process," he wrote in an article in DESTINY MAN's October 2014 issue.

A few months later, he says, his euphoria turned to despair. Despite the many advantages he had been given and his best efforts, his dream business crumbled. "I'd been given everything: a private school and a tertiary education, funding, mentorship and the privilege of starting a business of my choice. I had what most young, aspiring entrepreneurs could only dream of. How could I, given all of those things, fail?"

After delivering his post-mortem report, he wasn't prepared for his

mentor's reaction: "I agree with your assessment. Your business *has* failed. But my question to you is this: 'Did I back your business, or did I back you?"

Raiz may count himself fortunate to have had such a mature investor, as his failure would have stymied relations with most funders. As Payi puts it: "The downside of tapping into your social networks is that when things go wrong, people who invested in your start-up are disappointed. This doesn't just affect the two people in the original transaction, but others in the same social circle.

"Communication is key. In accessing the benefits that come with networks, one has to be careful to make sure all the t's are crossed and i's dotted. Everyone should understand the risks and be willing to take them. Thus, even though one taps into their networks and relationships, they should treat them as professionally as possible, so that everyone is happy that they are not being taken for a ride."

However, Payi also adds that studies now show that most of the financial capital for start-up ventures comes from family and friends – rather than financial institutions. Only a small portion comes from savings and loans. This is due to the fact that people prefer to do business with those they know and trust, he says.

Phitidis agrees. "It's not often that people do business with those they don't like – it's almost against your instinct to do so." Just one word of caution: Facebook likes don't count. DM





POWER HOUSE

Yair Shimansky's jewellery business is as old as our democracy, but his passion for design is fresh. He talks to DESTINY MAN about connecting with customers and balancing creative and business functions

TELL US ABOUT YOUR UPBRINGING.

I was born in Israel and travelled the world with my father, who was a sea captain, from the age of three months. After conscription, I wanted to travel to New York. I was fascinated by "the city that never sleeps" from a young age because of the way it was portrayed in movies and wanted to give the American Dream a go. In order to travel, I worked and saved up for a year to buy a few diamonds – without knowing much about them to sell in Japan in order to fund the rest of my trip.

I learnt very quickly that quality for the Japanese market, which was the biggest in those days, was top of mind. It was in Japan that I began to learn about cut and optic and came to understand the diamond market. It was really fascinating.

My parents were living in SA at that time, so I came to visit them. As you can see, I never bothered to leave!

HOW DID YOU GET INVOLVED IN THE JEWELLERY BUSINESS? When I visited my parents in Durban in 1991, I

went to Shakaland and was fascinated by the sangomas. I took some photos and started making jewellery from wire,/ which I sold at flea/ markets to tourists as "sangoma earrings". I then created a little silver man that clipped onto your ear – it sold in the thousands. At the time, I registered the trademark and sold the item to gift shops until I had enough money to open a barrow stall at The Wheel Shopping Centre. I

designed other silver jewellery until Had enough funds to open a store at The Pavilion in 1994.

After that, I became more involved in manufacturing, because the suppliers I had weren't delivering on time and the quality wasn't up to scratch. At the same time, I travelled to the USA and fell in love with platinum. When I returned to SA, I set up a platinum manufacturing business and started to make jewellery from the metal.

The same thing happened with diamonds. I wasn't happy with the colours and quality I was being presented with and could see that corners were being cut, so I began buying and polishing rough gems - quite a costly learning curve. We have now managed to perfect the art of diamond polishing. Along the way, I registered more than 10 jewellery design patents and more than five international diamondcut patents. The most famous is My Girl, which is registered in more than 35 countries and is very much in demand.

WHAT VISION DID YOU HAVE FOR THE BUSINESS DURING THE FORMATIVE

YEARS? Our vision has always been to design beautiful jewellery of the highest quality, specialising in platinum and diamonds with constant innovation, while seeking better methods. We remain true to our core values while evolving and connecting with our customers on a deep level by being a part of their special moments.

WHAT IS A TYPICAL WORKING DAY LIKE?

I'm up at 2am twice a week and at 6am on other weekdays, working until 7pm. My regular activities include selecting diamonds for manufacturing and viewing work in progress to ensure the quality is in line with our standards and artistic look and feel. Jalso spend time in the marketing department, dealing with online communication and client requests, interacting with the sales consultants at our stores, jewellery planning and designs of new collections.

SA HAS A RICH AND COLOURFUL HISTORY OF MINERALS. DO YOU EVER TELL ITS STORIES THROUGH DESIGN? We are

passionate about South African history. We have created the Cape Town Diamond Museum as a tribute and to share our rich history with visitors from around the globe. Our jewellery is made from South African platinum, gold and diamonds, telling a rich story, while adding value to the country's resources from mine to finger.

WHAT ABOUT YOUR LIFE PHILOSOPHY? IS IT REFLECTED IN YOUR CREATIONS?

In most cases it is. I believe in contemporary, clean lines of beauty and elegance, emphasising quality over quantity.

The key thing is to have integrity in everything you do



and open up, but wanted to make sure – one final time – that I truly grasped the importance of his quest. Many of his closest friends

have passed much grander, more demanding tests. They've invested in his companies. They've defended him against critics. They helped him

keep the wolves at bay during 2008 [when he was in debt]. They've proven their loyalty and their commitment to his cause.

People in the technology industry have tended to liken Musk's drive and the scope of his ambition to that of Bill Gates and Steve Jobs. "Elon has that deep appreciation for technology, the no-holds-barred attitude of a visionary, and that determination to go after long-term things that they both had," says Edward Jung, a child prodigy who worked for Jobs and Gates and ended up as Microsoft's chief software architect. "And he has that consumer sensibility of Steve along with the ability to hire good people outside of his own comfort areas that's more like Bill. You almost wish that Bill and Steve had a genetically engineered love child. Who knows, maybe we should genotype Elon to see if that's what happened."

Steve Jurvetson, the venture capitalist who has invested in SpaceX, Tesla and SolarCity, worked for Jobs and knows Gates well, also describe Musk as an upgraded mix of the two. "Like Jobs, Elon does not tolerate C or D players," he says. "But I'd say he's nicer than Jobs and a bit more refined than Bill Gates."

But the more you know about Musk, the harder it becomes to place him among his peers. Musk's approach has its limitations. He's less artful with marketing and media strategy. Musk does not rehearse his presentations or polish speeches. He wings most of the announcements from Tesla and SpaceX.

As for whether he is leading the technology industry to new heights like Gates and Jobs, the professional pundits remain mixed. One camp holds that SolarCity, Tesla and SpaceX offer little in the way of real hope for an industry that could use some blockbuster innovations. For the other camp, Musk is the brightest star of what they see as a coming revolution in technology. DM

Like Jobs, Elon does not tolerate C or D players... But I'd say he's nicer than Jobs and a bit more refined than Rill Gates. "

Although he had an unhappy childhood, Musk is now an **30CKSTAR ENTREPREN** entrepreneurial and pop

s much as many South Africans would like to "own" Musk, he clearly wants little to do with the country of his birth. When *Time* asked him whether he ever visited SA, he replied: "I was born and raised in SA. But my brother and sister are in the USA and most of my cousins are here as well. Most of my family is here. I was hoping to go back to SA for the 2010 Fifa World Cup, but when I had the Tesla IPO, I couldn't go."

But there are many reasons why Musk turned his back on SA, including terrible childhood memories. There are reports that he was bullied at Bryanston High in Jo'burg. Musk referred to his engineer father, Errol, as "an odd duck", who was "good at making life miserable" and "could suck the joy out of any situation. "It would certainly be accurate to say that I did not have a good childhood. It was like misery," he says.

Soon after finishing matric, the 17-year-old Musk would leave SA for Canada — where he spent a year doing a series of odd jobs, including working as a lumberjack and cleaning boiler rooms. Three years later, he left to study business and physics at the University of Pennsylvania in the USA.

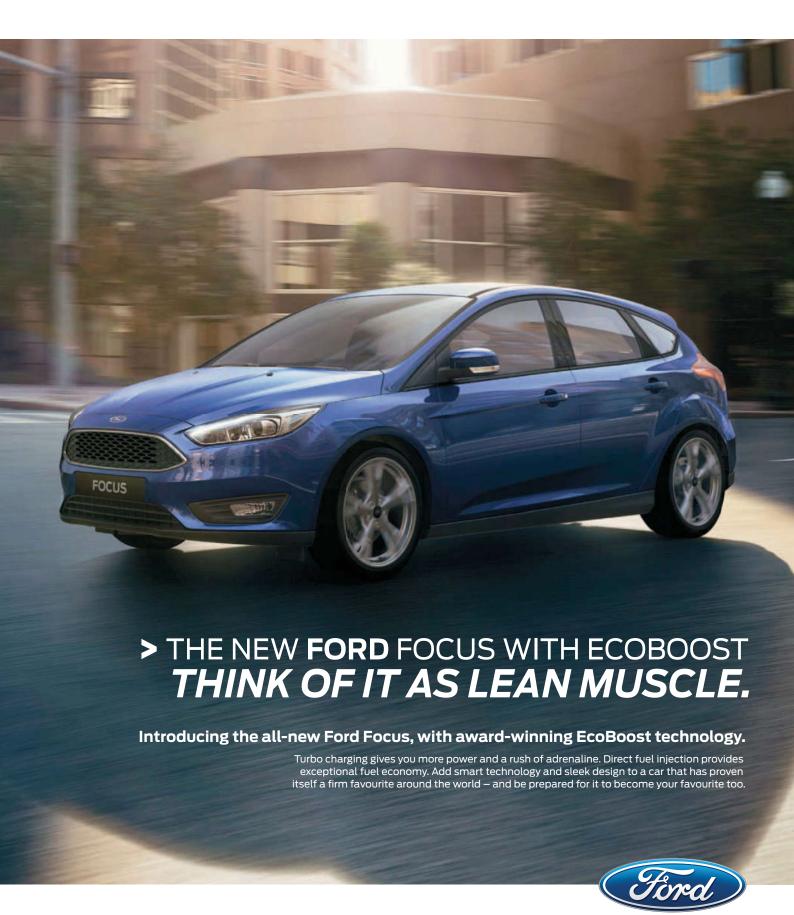
He later enrolled for a PhD at Stanford University, but only attended two days before dropping out to start his first business, Zip2 Corporation. In 1999, he sold the company to search engine AltaVista for \$307 million (around R3,9 billion) in cash and \$34 million (around R430 million) in stock options. The transaction made him a millionaire at the age of 28 and awakened his entrepreneurial genius.

Musk, one of the world's most notable serial entrepreneurs, is co-founder of payment processing system PayPal, founder of spacecraft company SpaceX and electric vehicle manufacturer Tesla Motors, as well as the Chairman of renewable energy firm SolarCity.

Not only is he Silicon Valley royalty, but he's also considered super-human in the field of technological advancement. It is widely believed that Tony Stark, played by Robert Downey Jr in the Iron Man movies, was inspired by Musk.

Equally, his personal life is as colourful as a rock star's. In 2010, he married Talulah Riley and has endured a rocky, on-again, off-again relationship with the British actress ever since. Musk also has five sons from his first wife, novelist Justine Wilson.

Following the death of Steve Jobs in 2011, Musk has emerged as Silicon Valley's leading celebrity. He's been on the cover of *Time* and *Fortune* and came out tops on *The Atlantic*'s list of the greatest contemporary inventors. There's no doubt that he is a true phenomenon. - Mzo Witbooi





SERIAL THRILLERS

While Bill Gates and Steve Jobs will always be associated with one business, serial entrepreneurs get their kicks from multiple ventures. Two such men share their business insights and what they've learnt along the way

hile entrepreneurs share a number of traits, such as appetite for risk, ambition and an excellent work ethic, they are not all cut from the same cloth. Serial entrepreneurs continuously come up with new business ideas, starting companies and operating them until they are competitive, before moving on to a new venture.

Billionaire Sir Richard Branson

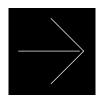
Billionaire Sir Richard Branson epitomises the modern-day serial entrepreneur. He started his first business when he was just 12 years old and went on to build publishing, entertainment, airline and fashion empires. Branson clearly has an insatiable appetite for risk and is not content with sitting back and resting on his laurels.

One would be forgiven for thinking that all serial entrepreneurs do is set up businesses, run them for a

few years and then sell them for a good profit. As the story of Gideon Galloway, CEO of short-term insurance group King Price, shows, serial entrepreneurs face hurdles along the way. They will tell you of failed ventures, rejection, betrayal and of — somehow — managing







to stay the course and pursue their entrepreneurial dreams.

Galloway has been active in

many sectors, including financial services, transport, logistics, branding and HR. He bought his first business, a branding company, while studying computer science at university. Think Tank Creative now employs close to 30 people.

Galloway, who has had stints in the corporate world, started search engine www.funnel.co.za in 2004. Funnel worked on a pay-per-click advertising model. After two years, he sold Funnel to Ananzi, SA's largest search engine. After that, Galloway launched SA Best and over eight years, transformed it into an online marketing giant with a turnover of R100 million. Galloway describes his next venture, logistics firm 13th Floor, as a "horrible failure" and says he has had his fair share of misfortune in business. The company folded after the Hawks arrested the CEO of a mine 13th Floor was contracted to.

Galloway used the name for his next start-up, 13th Floor HR & Payroll. The company soldiered on for a year, "but for all the effort, it was simply not worth it. There were too many competitors in the market and we were not experts, to be honest, so we soon shut our doors."

In 2008, he resigned from his

position at the Telesure Group to set up his own insurance company, King Price. Pulling that one off was no easy feat. He had to go out and woo investors. "An insurance company requires approximately R1 billion in capital. I used cash from my other businesses. We found more effective and unique ways to raise funds because we didn't have a choice," he says.

Raising finance is the biggest hurdle for many aspirant entrepreneurs and rejection can discourage even the most enthusiastic. In addition to a business plan, entrepreneurs should showcase return on investment and internal rate of return figures, Galloway advises.

What are some of the biggest lessons he has learnt over the years? "Choose your partners carefully. I couldn't be involved in running the companies full-time, so I put a lot of trust in others," he says.

He also emphasises the importance of concluding a "watertight" shareholder agreement and thorough due diligence.

Tiisetso Maloma is another serial entrepreneur with battle scars. He is the founder of Startup Picnic, a networking event for entrepreneurs, and the author of *Forget the Business Plan – Use This Short Model* (Amazon Digital Services). Another of his ventures, www.bulabuka. co.za, offers ebook conversion and distribution services.

It has not always been easy for Maloma. He has failed "in a few ventures", but has remained undeterred. He singles out Gabble Heights Clothing, which he and his partner had to close despite their best efforts to market the company and boost sales.

"We had invested everything in the business – financially and emotionally. It left me broke and it was months before I was back on my feet," he says. The experience inspired him to help others in similar situations and is the foundation of his book.

Maloma advises aspirant entrepreneurs to be careful of whose advice they heed. "Take advice from people who have actually started a business, regardless of whether they have succeeded or failed," he says. He believes entrepreneurs should be decisive and set up accountability systems for employees. "No-one in your team should be afraid of failure," he says.

Maloma's essential business components model, which is detailed in his book, identifies six focus areas for entrepreneurs: product, cash flow, distribution, relentlessness, marketing and happiness.

He does not believe in business plans. "Business plans are tedious to manage and frightening for aspirant entrepreneurs. More and more experienced entrepreneurs and start-up experts are saying: 'Forget the business plan'," he explains.



invested

and

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financially

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"TO SUCCEED IN BUSINESS, YOU MUST BUILD A BRAND AND NEVER DESTROY IT."

 Aliko Dangote, owner of the Dangote Group and Africa's richest man



"IF YOU'VE GOT A GREAT IDEA, IF YOU CAN IMPROVE PEOPLE'S LIVES, JUST GO AND DO IT."

– Sir Richard Branson, founder of the Virgin Group



"ALL PEOPLE NEED WORDS OF WISDOM FROM THOSE WHO CAME BEFORE US."

 Mandla Sibeko, founder and Chairman of Seed Capital Investments



"THINK OF NEGATIVITY
AS NOISE. BELIEVE IN
YOURSELF AND IN WHAT
YOU'RE DOING."

Tory Burch,
 founder of several
 fashion companies

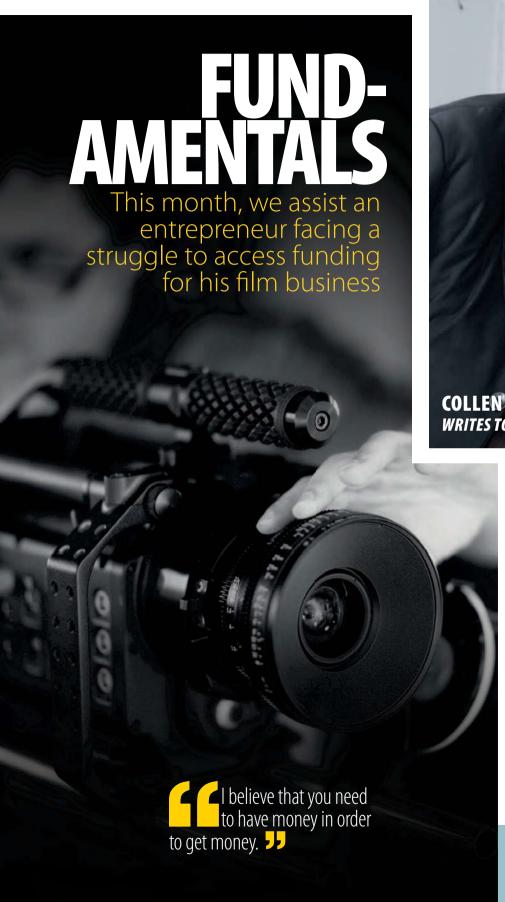


"STAY FOCUSED AND BELIEVE IN YOURSELF. TRUST YOUR OWN ABILITY AND JUDGEMENT."

 Mark Cuban, billionaire entrepreneur and owner of the Dallas Mavericks basketball team

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started Vin Blue Entertainment as a class assignment in 2012. In August 2015, I formalised and officially launched the business. I produce TV shows and films and I recently filmed my first event.

As I start to grow, I need to know how to find funding. I'm a member of the Association for Transformation in Film & TV (ATFT) and entered the SAB Kickstarter competition. I also contacted the Department of Trade & Industry (dti), National Youth Development Agency (NYDA) and the National Empowerment Fund, but never received a response. I believe that you need to have money in order to get money.

Recently, I secured a deal to partner with Lesotho TV on one of its biggest events, but without funding, I will have to withdraw. I don't own the equipment required for the shoot and hiring it is expensive. While I do have some funding, I can't fulfil the deal if I don't get more soon. I can't afford to pass up this big opportunity.

Got a business challenge?
Email details and a contact number to: DMClinic@ndalomedia.com



WHAT DO THE BUSINESS DOCTORS SAY?

START AT THE BEGINNING

According to the ATFT's Sifiso Khanyile, Vinjwa must finalise the basics before approaching funders. "As someone who has just formalised his business, money should be the last thing on his mind. He should first produce a body of work to show investors that he is worth the money.

There are ways to create this with limited funds, like collaborating with peers."

One of these basics is building a solid identity. "He has produced videos – yet there is nothing online. I only found him on Facebook and Twitter and this doesn't speak well for the company. There are also no examples of his work. He needs a solid

online presence to communicate who he is and where he comes from."

Khanyile suggests carefully selecting

funding bodies. "The dti and NYDA are not solely focused on the film industry, like the Gauteng Film Commission and local and international film funds. His starting point should be the latter."

Research is key to approved proposals. "Get a second opinion from someone experienced in the industry on everything from proposals to budgets. The more you learn about funders and how your proposal should speak to them, the better. Get as much information as possible on eligibility and what they normally fund."

AN UNFORTUNATE TRUTH

Once Vinjwa has these basics in place, says Impact Strategy Consulting's Theo Sibiya, he has a number of options. "Challenges with government funding are an unfortunate truth for many startups. What government agencies say is often different from what they do. The good news is that there are a number of other options available."

It is possible for Vinjwa to get funding without having to approach government. "Some institutions accept the contract or uptake agreement as collateral to raise funds. He should ask friends and family to raise funds using their assets as collateral. In both cases, a formal contract is needed."

Enterprise development (ED) also provides opportunities. "Pressure is

placed on companies to assist transformation and ED is required for BEE points. He should find out if corporations in his industry have an ED budget and tap into it. Some may even fund his equipment."

Sibiya cautions Vinjwa against overlooking banks if he finds collateral. "He can turn a negative into a positive and will be able to get an answer

within a day or two. Borrowing money isn't bad – you just need to ensure the returns are bigger than the costs."

KHANYILE'S FUNDING ESSENTIALS

- Realistic expectations:
 It takes time to find funding.
- **2. Know your stuff:** Research investors and requirements.
- **3. Be nice:** No-one owes you anything.
- **4. Network:** Meet as many people as possible.

THE BUSINESS DOCTORS



Sifiso Khanyile, Spokesperson & Director: ATFT. *Tel: 0860 722 7173. Visit: www. filmandtvtransformation. ora*



Theo Sibiya, co-founder: Impact Strategy Consulting. *Tel*: 011 463 8892. *Visit:* www.impactsc.co.za

We help to keep your business in business

The first 1 000 days (basically, the first three years) of business is the most challenging time for most start-ups. Santam recognises this and has created a platform for entrepreneurs who have reached this milestone to share their experiences and give advice to new start-ups. The initiative empowers business-owners to go beyond this landmark with practical advice and valuable information. It assists entrepreneurs in understanding business risks with simple and practical insurance advice. Visit: www.santam.co.za

The more you

learn aboút

funders and how your

proposal should speak

to them, the better. Get

as much info as possible

on eligibility and what they normally fund.



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SHIELD YOUR BUSINESS AGAINST **CYBER CRIME**



Protect your business against the criminals you can't see

t's no secret that cyber crime is on the rise around the world and SA has not been immune to these invisible criminals. It's been estimated that in 2014, cyber crime cost South African companies around R5,8 billion.

Did you know?

At least 84% of South Africans who are 18 years and older have been victims of cyber crime. It takes a South African business 200 days on average to realise it's suffered an online security breach.

For proper protection against cyber risks, businesses need a good cyber-insurance policy that will cover the direct cost. For example:

- the actual costs of re-gathering and replacing data;
- the cost of employees having to work overtime to do so;
- rented external equipment (for example, defective laptops and storage servers); and
- employing external service providers (such as IT specialists).

Additionally, the policy should cover:

- · loss of business income;
- the cost of complying with privacy legislation;
- \bullet any crisis management expenses; and
- possible regulatory fines and penalties.

The risks individuals and companies are exposed to include the following:

- · system unavailability and downtime;
- the business being held to ransom;
- · loss of revenue;
- loss of data;
- reputational damage and costs associated with reducing the impact of a breach:
- loss of competitive advantage;
- industry and regulatory fines and penalties; and
- litigation arising from compromised data.

Santam specialist underwriting managing agent Stalker Hutchison Admiral (SHA) offers the following cover:

First party

In the event of a network security breach, which could lead to loss of income and operating expenses for your business, SHA offers data recovery and business interruption cover.

In the event of a security failure or privacy breach which could compromise your business's reputation, SHA offers crisis management and notification expenses cover.

Third party

SHA's third-party cover insures your business against third-party claims that may arise due to failure of your network security or failure to prevent unauthorised access to personal information. Associated regulatory fines and penalties may also be covered.

EXPERT TIP:

"Both businesses and individuals need to make sure they protect themselves against the consequences of cyber crime with all-inclusive cover," says Candice Sutherland, Business Development Consultant (Corporate Solutions) at SHA.

"Organisations which have experienced breaches of data security can testify that cyber crime relates to more than just the loss of infrastructural ability. This is a real criminal activity which can lead to extortion, fraud and forgery — all impacting the sustainability of a business. If cyber security is properly managed with the right insurance cover, businesses and individuals can protect themselves."

For more information, visit www.santam.co.za, call 0860 444 444 or contact your broker.





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smart financial moves to make now

Check yourself against this list of savvy financial decisions — how many are you already doing? And which ones could you start implementing right now? The right decisions can make a big difference to your financial future

1. TAKE ADVANTAGE OF COMPOUND INTEREST

Compounding makes a big difference to your total investment returns over time, says Wilfred Moyo, Investment and Economic Strategist at Metropolitan. "Start investing early for any goal so that the interest earned on your initial amount also earns interest. The longer your money is left to grow, the more opportunity it has to earn compound interest."

2. BUY OR RENT A HOME

Marwan Abrahams, Executive General Manager at Old Mutual Personal Finance, recommends getting professional guidance when making this important decision, but it all depends on your personal circumstances. "Buying is usually a good idea, as your residential property constitutes an important investment, but the timing, type of property and intended term of ownership may all influence the decision."

3. GET INSURED

"We're all exposed to risks over which we have no control, such as death, disability and fires," Moyo points out. "Insurance cover against such events is important. A qualified financial adviser can provide you with a risk assessment that fits your unique circumstances."

"People tend to think that illness, disability or death won't happen to them, but our claims statistics show just how many things can and do go wrong," says Abrahams.

"Ironically, the advances in science that improve our chances of surviving cancer, strokes or a heart attack often come at a huge financial cost because of lifestyle adjustment and the unexpected costs of recovering from an illness."

4. SET ASIDE AN EMERGENCY FUND

It is important to set up an emergency fund of three to six months' worth of your monthly salary, says Moyo. "Keep it in cash or have a money market account – preferably in a savings vehicle to which access is restricted, but where you're still able to get hold of it in case of an emergency. Set up a debit order payment so that it becomes a monthly non-negotiable."

5. PLAN NOW FOR YOUR RETIREMENT

"There are still far too many South Africans finding themselves out of pocket long before they die," says Abrahams. "This is because they start saving too late, aren't saving enough or are using the wrong vehicles. Start saving today – if you find it difficult to spare an extra cent, think of where you can cut costs. A DStv subscription, for example, costs over R600 a month. If that money is saved with a potential return of 8% for the next 20 years, you could save R550 000."



6. INVEST IN YOURSELF

The world keeps changing – and so should you. A course or qualification that will lead to a greater future income should be seen as an investment in yourself, says Moyo. "Your qualifications may help you open doors that you wouldn't have otherwise. Chat to your employer – they may cover part or all of the fees if the course will assist your career development."

7. PAY OFF YOUR DEBT

"Some people fail to consider the impact of their 'living for today' lifestyle on their future financial



%9

The percentage of South Africans the National Treasury estimates will be able to maintain their lifestyle when they retire.

well-being," says Abrahams. "They live from pay-day to pay-day and have no money to save. Start by paying off your most expensive debt, then move onto the next most costly and focus on settling it by paying more than the minimum instalment. Once you're debt-free, work on a cash basis. Make your money work for you, rather than grafting hard for your creditors."

8. MAKE THE MOST OF PERSONAL TAX DEDUCTIONS

While it is every citizen's duty to pay their taxes, there's no benefit in paying a cent more than legally required. "Plan carefully to ensure taxes and duties are kept as low as possible," says Abrahams. "Make sure your salary, retirement investments, properties and other investments are structured in such a way that any relevant taxes and duties – such as income tax, capital gains tax, transfer duty and estate duty – are minimised."

9. SET UP (AND STICK TO) A PERSONAL BUDGET

"Without a personal budget and the discipline to stick to it, you're bound to fall short of your financial goals," says Moyo. "It doesn't need to be complicated, but make sure you accommodate your emergency fund. Then stick to it, allowing a little wiggle room for things that may pop up as the month progresses."

"Knowing where your money is going each month is a critical step on the road to financial freedom," agrees Abrahams. "Ultimately, you need to reach a stage where you are in full control of your finances. A budget gives you an instant indication of what you are spending your money on, helping you identify where you can cut costs."

10. BUY ASSETS, NOT LIABILITIES

"One of the critical characteristics of those who enjoy financial freedom is that they invest in assets which provide income," says Moyo. "Those who don't have amassed debt, or have bought items that are not income-generating. For example, a car depreciates in value, so think twice before buying a brand-new luxury model. On the other hand, property usually increases in value."



THE BEST PIECE OF BUSINESS ADVICE I EVER RECEIVED

KK Diaz, business facilitator, speaker and head of business systems company Rekopane.biz, tells us his story

"The best piece of business advice I ever received has got to be: 'Everything is negotiable'.

"I heard it from Kim Meredith from The Dealmaker Company at a networking event six years ago. It might seem simplistic, but when you understand that everything is negotiable, you go into deals knowing you can get whatever you want.

"It inspired me to send an email to Kim the next day, which resulted in me becoming the youngest and only black accredited Dealmaker Facilitator. It also helped me recognise that having a value proposition can be more important than money, because a proposition that's valuable to your clients, partners or others gives you what it takes to command money.

"Using this advice helped me to become a public speaker and teach business people about these principles. I've since been able to negotiate sponsors to help me prove this point through the Mt Kilimanjaro SME Business Expedition, which resulted in a book, *The Climb: From African't to AfriCAN* (self-published). I also consciously 'negotiated' myself into owning a Business Doctors franchise, as well as the position of President of the Johannesburg South Chamber of Commerce."

REPUTATION of CONTRACT CONTRAC

With the proliferation of social media and the rise in public shaming it's brought with it, reputation management is more important than ever. We asked the experts about how to limit and manage damage when it does happen

eputation is a strange and largely intangible beast. Short of regular, accurate surveys of public opinion or online sentiment analysis, it's difficult to measure. Nonetheless, though it can be tough to tell how good a business's reputation is, it's comparatively easy to tell when it's gone awry. Combine the burgeoning number of social media platforms and consumers' propensity to vent their frustrations about companies on them, and it's almost inevitable that your company will, at some point, face criticism and potential reputational damage.

Dionne Collett, founder of Take Note Reputation Management in Durban, says there are a few basic steps that companies can take to minimise the risk of reputational damage, starting with the creation of a marketing strategy and mission statement. "Thereafter, ensure that all your activities meet the requirements of your mission

statement, no matter how small the activity," she says.

Next, promote the company objectives internally and externally and be sure to "stay honest to your brand". Collett says it's also imperative that companies examine their achievements on an ongoing basis and – crucially – monitor and correct any negativity.

"When something does go wrong, take responsibility, apologise, find a solution and work towards achieving the revised goals you've set," Collett explains. She says when reputation is at stake – through a social media mishap, for instance – it's essential a business acknowledges the situation, tries to take the conversation off public forums, offers a solution, implements corrective actions and "communicates throughout each step of the process until the matter is resolved"

Collett says as tempting as it can be to ignore criticism that may seem unfounded or malicious, this isn't the right approach. "Never ignore any form of criticism," she says. "There are times when you may feel that the criticism is not warranted. In those instances, you don't have to admit to being wrong, but do acknowledge receipt of the criticism and find corrective actions to satisfy your target market."

As a general rule, Collett warns against rebranding to escape reputational harm, even when the harm is substantial. "Your brand is not just your product or service," she explains. "It includes the perceived integrity and ability to deliver on promises of those that own and manage the brand. It's more important to focus your efforts on rebuilding trust than rebranding. If you made mistakes under brand one and no corrective actions were taken, it's likely you'll make the same mistakes under brand two."

You will navigate a reputational issue more easily if you have invested in your brand, educated your staff and demonstrated a willingness to communicate.

Janine Hills, founder and CEO of Vuma Reputation Management in Jo'burg, echoes this sentiment. "In isolated instances, rebranding may be an option, but you have to tread carefully. Don't assume that the consumer is naive. It's important that when a rebranding does take place, the leadership and overall business model are also reassessed and recalibrated."

She adds that rebranding can be a "very expensive



exercise", and that it pays to take a holistic look at what went wrong and can be improved upon before taking such a drastic measure.

So what can companies do to pre-empt reputational damage or limit it? Hills says measurement tools, like online sentiment analysis services, are now essential. "Public relations, stakeholder engagement and crisis management are no longer merely nice to have – they're now imperative business tools."

A speedy response to problems can also make an enormous difference. "In our experience, any organisation should be ready to react to a crisis within 20 minutes – especially a social media one," Hills says. Your crisis team shouldn't only include your social media staffers, she adds, because unless every outlet or stakeholder is managed, this could lead to the problem moving from social to mainstream media, which could prove disastrous.

"If you build a bank of goodwill with reliable stakeholders, you will navigate a reputational issue more easily than if you haven't invested in your brand, educated your staff and demonstrated a willingness to communicate," Hills says. "You can minimise risk internally through education and upskilling your team, and externally by being known as an organisation that is transparent and consistent in its messaging."

Esteemed Jo'burg-based media law consultant Emma Sadleir says that while transparency is important, when it comes to social media gaffes, the first thing to do is to "delete and apologise", given the speed at which social media operates.

"You can never properly delete something online," she warns, but adds that, from a legal perspective, "if your company hosts a page and someone else has put something on it, once you're aware of it you lose the defence of innocent dissemination."

If, for example, you have a company Facebook page, "you're responsible for every word on it,

but only when you become aware of it". Sadleir says the same applies if someone from within your company posts something to the page that they shouldn't.

She adds that when it comes to responding to criticism, even if it's not legitimate, one has to separate the legal and PR responses. "Legal responses can often be slow," she says, adding that suing someone for defamation and failing to take corrective PR measures upfront, while it may eventually result in a settlement, could also mean that by the time there's financial compensation, the greater, reputational harm has already been done.

It's important, thus, to at least acknowledge the allegation, accusation or criticism, even if legal proceedings are in progress. What you don't want to do is remain silent.

Sadleir says that, generally speaking, those companies that own up to mistakes and respond directly to them – as was the case with FNB when its official @RBJacobs account tweeted something inappropriate about Afghanistan – tend to come off better than those who downplay it.

CNBC Africa, for example, when accused of copying and pasting tweets from *Business Day* TV, blamed it on an intern. This made the company look as if it

either wasn't taking social media seriously, or it lacked sufficient checks and measures to ensure staff knew what was acceptable social media practice. Either way, it came off far worse than FNB did.

The most important thing when it comes to managing reputation, particularly where social media is concerned, is to take it seriously, Sadleir says. "When you let a staff member manage your social media, you're effectively outsourcing your company's voice to that person," she says.

"That person is on the coal face and will have to make snap decisions sometimes, often in response to praise or complaints, so you need to make sure they're trained to within an inch of their lives, and there must be provisions in place for escalations when they can't make a decision." Sadleir says the worst thing a company can do is assume that "social media is for the youngsters and so can simply be given to the tattooed 20-something".

Though it may be almost impossible to completely avoid instances of reputational damage in the age of social media, it's not all doom and gloom. "Every company's reputation has its ups and downs, just like growth," Collett says. "It's how you manage the reputation cycle that will ensure your reputation's strength in the long run."

5

STEPS TO REPAIR REPUTATION DAMAGE

- Apologise and take responsibility for your error.
- Respond as promptly as possible, even if only to acknowledge receipt.
- If the conversation is online, try to make it private.
- Do whatever you can to resolve the problem.
- Talk the issue through with staff and see what measures can be put in place to prevent a repeat.



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The Advantage of Knowing

When SUCCESS meets responsibility

Operating in industries that are lucrative for shareholders and investors, but are also regarded as morally dubious and socially costly can be a challenge. We talk to three successful businessmen about juggling profitable and socially responsible behaviour



he tobacco industry has changed dramatically since Finch began his career at BAT 20 years ago. The sector has had to evolve rather quickly to meet the changing needs of tobacco-users, as well as those of society in general.

"There's no doubt that the tobacco business has become a lot more competitive in the face of ever-increasing legislative requirements," he says. "At BAT, we try to achieve a balance that meets consumer, societal and shareholder needs. It's tricky, but we embrace the challenge."

He adds that BAT SA strives to engage with government and society in order to better understand and respond to their demands.

"I believe we are a business that does not shirk the responsibility that comes with operating in a controversial industry. We accept that our products can cause harm and we are working to develop less harmful products that adult consumers seek for their enjoyment," reveals Finch.

The former BAT Marketing Director also stresses the importance of being strict about compliance with business regulations.

He says: "Everyone who is part

FINCH'S TIPS FOR SUCCESS

Know your personal brand: what you bring to the party and how you project it. People will respond to your brand as they do to ones that they use or purchase. Brands with equity outlive shallow ones. Define yours and live it.

of our business, including our suppliers, subscribe to our standards of business conduct and the spirit of the policy, too. We regularly take stock of our corporate and brand image perceptions and try to correct misrepresentations whenever we can."

This year's Budget Speech saw the price of cigarettes increase by 82c a pack – and in today's economic climate, any rise in the price impacts the user. Finch says an increase in the cost of legal cigarettes simply makes the option of illicit ones more attractive.

"Independent research shows that the average daily consumption of cheap, non-taxable products is higher than the industry norm. We understand that government is aiming to reduce tobacco consumption, but tax increases are not an effective determent," he says.

Looking forward, BAT will continue to monitor developments in the fledgling non-tobacco, nicotine sector to determine how to participate. Next year, the company will move its corporate head office from Stellenbosch to Cape Town's V&A Waterfront.

"We are excited about this change, as it will allow us to refresh our corporate look and bring us closer to key stakeholders," concludes Finch.



KURT MOORE CEO: South African Liquor Brand Owners' Association (Salba)

hile Moore has held various roles in the liquor industry for close to two decades, he says some of the most significant changes have taken place over the past few years. Since being promoted from Deputy Director to CEO of Salba three years ago, he is determined to lead the industry into an era of coregulation with government.

"There is a new breed of leaders at the helm with different and fresh perspectives, who are determined to be part of the solution," he says. "The industry that I joined promoted self-regulation, whereas the new leadership is ready to embrace co-regulation.

"The reality is that no industry stakeholder can solve the problem of alcohol abuse on its own – neither government, industry, nor NGOs. Together, we have to engage meaningfully to find solutions to address the broader social problems in our country."

He adds that the industry hasn't done a great job of communicating the positive stories and economic contribution that the sector is responsible for.

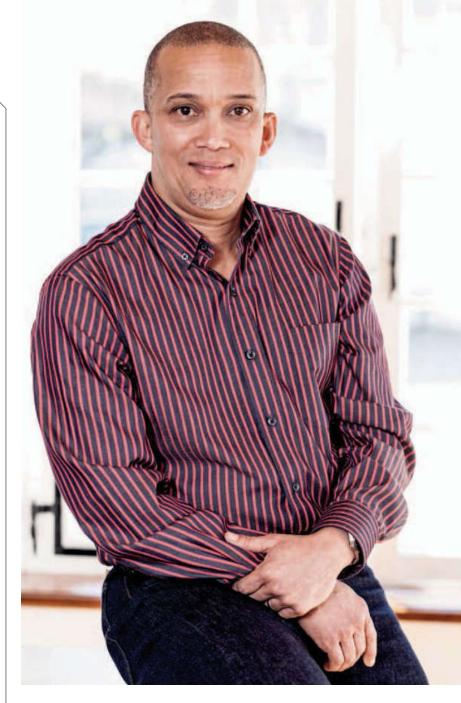
"While certain companies do it very well, as a collective we need to do a much better job of communicating our social responsibility initiatives and the positive impact our industry continues to make."

Moore, who has worked as a Business Development Manager at Distell, says juggling profitable and socially responsible behaviour in an industry that is viewed as socially costly can be a tough task. But he insists that these issues aren't necessarily mutually exclusive.

"Yes, we must run profitable businesses, for the sake of all our stakeholders, including government, which relies on taxes from the industry. However, businesses that chase profits which aren't socially responsible are not pursuing a sustainable business model," he says.

MOORE'S SUCCESS SECRETES

Work hard, embrace tough assignments and do everything to the best of your ability. Also, run the business as if it were your own.



Drinkers across the country felt the pinch when sin taxes were increased in April this year. Moore says when duties become so high that they affect the affordability of products, there are unintended consequences, such as an increase in illicit and illegal alcohol, which does not contribute to the fiscus.

"Consumers, particularly the poor, will look for cheaper alternatives which are often of dubious quality and can be dangerous to consume," he says. "Sin taxes are an ineffective tool to discourage unhealthy habits

and addictions because they target the entire population. Targeted interventions, which focus on population groups at risk, such as the youth and pregnant women, would be far more effective," says Moore.

While the messages of stakeholders will always be different, there are core ones, such as the abuse of alcohol, that need to be communicated to the public. Moore says: "Another focus area should be CSI. The industry needs to strive to enhance the lives of the communities where they operate and be more socially responsible."

FELIX MTHEMBU
COO: Gaming – Grand Parade
Investments (GPI)

he multi-billion-rand gaming industry continues to grow around the world. The ever-increasing popularity and accessibility of gambling seem to be largely driven by evolving consumer needs and are further assisted by technological developments and increases in disposable income.

Mthembu says the industry has become very competitive. "It is expected that gaming revenues will show bigger growth in the alternative gambling sector, such as limited pay-out machines, sports betting and electronic bingo. "When I took on my current role in 2013, I had been the GM of GPI's KwaZulu-Natal operations, so I understood what it would take to make the business succeed.. My current position requires me to look at various operations as a collective and ensure that the different teams pull together to deliver the required results for GPI and its shareholders."

Mthembu's eight years of experience in the sector aided him in expanding the slots business, which has shown double-digit growth year-on-year.

"One of my greatest lessons has been growing a business to high levels of profitability in a heavily regulated environment. I learnt how to get the best out of parties who have different mandates and expectations," he says.

He adds that, over the years, the industry has successfully removed the negative perception with which

The science of sin tax

Every year, South Africans have come to expect substantial increase in sin taxes, following the Finance Minister's Budget Speech, to discourage individuals from partaking in alcohol and tobacco products, without going so far as to make them illegal.

In April this year, the cost of a quart of beer increased by 15,5c, while the price of a 340ml bottle rose by 15c

Those who prefer sparkling wine have had to fork out an extra 48c and a bottle of whisky now costs R3,77 more.

Work hard, embrace tough assignments and do everything to the best of your ability. Also, run

the business like

it's your own.

it was historically associated and has now become one of the most tightly managed and regulated industries in SA. "Through the partnerships we have with our clients, we are able to create entertainment destinations where patrons can enjoy themselves in a comfortable, clean and safe environment," says Mthembu.

He has been in the gambling industry for eight years and says it's been a tremendous learning curve, as he joined it without knowing anything about it. "I drive the values of excellence – being ethical, respectful and entrepreneurial. At GPI, we make commitments to the regulator, our staff and stakeholders in this regard and have maintained a good record of meeting these commitments," he says.

He adds that while the growth

in gaming taxes is proportional to gambling revenue, there are too many layers of taxes and fees in the industry, including application and licence renewal fees, VAT and levies.

"As a business, we would obviously like to see a tax regime that is not too punitive. We also feel that consideration for the minimum stake of R5 and maximum prize of R500 should be brought up to date and increased whenever taxes are increased. Online gambling is illegal and the law needs to be enforced accordingly to protect the industry," says Mthembu.

What does the future hold for him? "I plan to work on our five-year business plan to take the company to new heights and earn myself a spot among the leading influential business leaders in SA." DM

PHOTOGRAPHER: FRANK ELLIS



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Social media is an integral part of youth culture and parents need to monitor its usage to prevent harm

e live in an online world and social networking is gaining huge momentum in SA, especially among children. The National Census in 2011 revealed that almost 90% of South African households owned a cellphone and research in the 2012 National School Violence Study found that more than 80% of secondary school pupils have access to a cellphone, which they use primarily to access various social media channels, from Facebook and BBM to YouTube and Twitter.

The 2012 Unicef study, Connected Dot Com: Young People's Navigation of Online Risks, found that South African youngsters "typically use social and electronic media to meet new friends and reconnect with old ones, as well as to communicate with relatives. It is also used for less social – but, at times, equally important – activities: to download digital content such as music and video games, share photos and videos and obtain educational information for school and homework."

The experts agree that social media has a vital role to play in bridging the digital divide, educating children for an online society and building relationships and a sense of inclusion. However, numerous local and international studies also attest to the risks, including addictive behaviour, cyberbullying, sexting, exposure

More than 20% of young South Africans admitted to lying about their age online and that curiosity was a major factor in their decision to meet cyber-strangers in person.

to racist and violent content, chatting to and meeting strangers. Disturbingly, the abovementioned Unicef study found that more than 20% of young South Africans admitted to lying about their age online and that curiosity was a major factor in their decision to meet cyber-strangers in person. Reassuringly, though, South African children are more aware of the dangers of social media usage than they are given credit for.

While parents are justifiably alarmed by media reports about the negative usage of social media, they need to come to terms with the fact that it's "not a social fad and has become part of the fabric of youth culture", writes Jim Burns, **Executive Director of Azusa** Pacific University's HomeWord Centre for Youth and Family in the USA. "Talking to your kids about social media should be a top priority to set appropriate boundaries and provide intentional oversight."

Burns suggests the following ways of doing this:

- Set clear expectations about cellphone usage, including when and how your children can use this device.
- Familiarise yourself and your children with the myriad privacy settings on social media.
- Insist on a policy of a closed group of friends, whom they know and of whom you approve.
- Educate your children about the value of privacy and the dangers of revealing too much personal information, including addresses, telephone numbers, where they are located, etc.

- To monitor your children's usage and content on their online profiles, "friend" them.
 Expect some resistance to this non-negotiable.
- If your children receive inappropriate content or messages of any nature, set the expectation that they will discuss these with you, without any judgement.
- Let your children know that if your boundaries and limits are not respected, there will be clearly defined consequences.

These expectations need to take place in the context of leading by example and regular discussions about the value of respect and the permanence of online communication. As educator DJ Thistle notes: "Give children the skills to make good decisions."

CYBER-BULLYING

101

According to Unicef's Connected Dot Com: Young People's Navigation of Online Risks, there are various types of cyber-bullying, including:

- Flaming brief, yet heated online fights, involving offensive and angry language, as well as occasional threats.
- **Harassment** sending cruel, offensive or threatening messages.
- Denigration sending or posting of malicious gossip to damage a person's relationships and reputation.
- Exclusion deliberately ignoring someone or omitting them from events in order to define the "in" group.
- Happy slapping a victim is assaulted by one or more people, while another bully records the attack.



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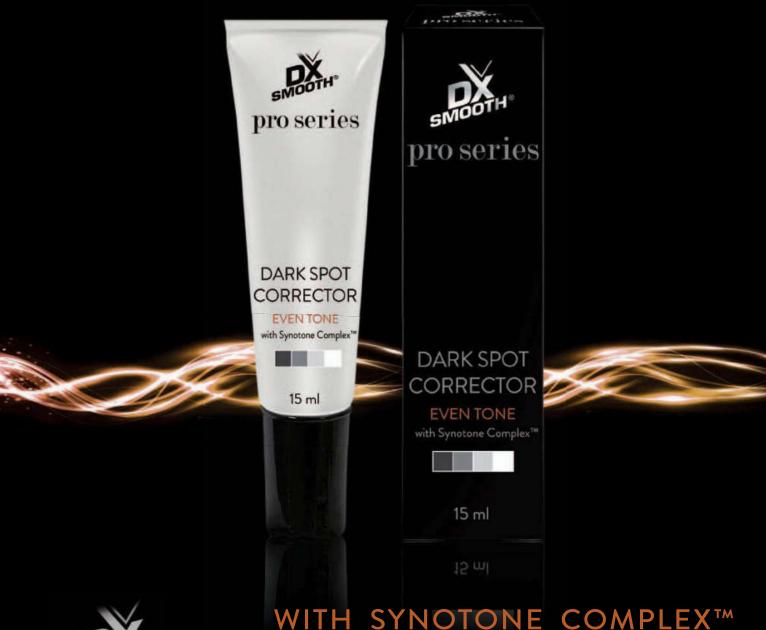
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NOTE FROM THE PROJECT EDITOR

Attending one of the shoots for our *Power of 40* report, brought to you in association with DX Smooth Pro Series, confirmed why this particular project is so important to DESTINY MAN – and to the men featured in it.

I got to meet some of the men profiled in this year's report. Harald Oswin, co-founder of GeyserFlicker, was super-excited to be acknowledged by his inclusion. Just 23 years old, he personifies the ambition and passion all of our candidates possess in spades.

Reino Erasmus, CEO of Ampersand Studio, was so thrilled by his nomination that he flew all the way from Port Elizabeth to Jo'burg for the shoot! It's the kind of dedication and commitment we look for when compiling our list of 40 men under the age of 40 doing remarkable things in their respective industries.

Over the next 24 pages, we are proud to showcase the inspirational achievements of these bold and distinguished men. Judging by their calibre and character, we know that the future of SA is in good hands.

Richard Goller

Special thanks to Brendon Reyneke, second-year journalism student at Rhodes University, for his invaluable assistance in compiling this report during his vacation work experience at our offices.

NOTE FROM THE REPORT SPONSOR

DX Smooth is proud to partner with DESTINY MAN's Power of 40 report in highlighting the success of remarkable men. Confidence in one's appearance is an intrinsic part of achieving success and a good skincare regime is a worthy investment, which reaps long-term rewards.

Like many of the men of distinction featured here, DX Smooth has pioneered new territories and advanced to achieve considerable success. Through our extensive research and development, consumer insights and understanding

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of skin problems, we have evolved as a leading specialist in black male skincare and contributed to the DESTINY MAN - a Bold and Distinguished You.

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Dr Ntobeko Ntusi 38

Cardiology researcher

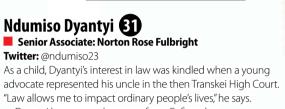
Twitter: @ntobekon

As a teen, Ntusi moved to the USA with his mother, who had enrolled for a PhD in social work at Bryn Mawr College in Pennsylvania. He went on to earn a BSc Honours in cellular and molecular biology at Haverford College, near Philadelphia. Later, he returned to SA and completed an MB ChB at the University of Cape Town (UCT).

Recently, the Mthatha-born doctor was presented with the 2015 National Research Foundation Award for his cardiovascular disease research. Ntusi, who obtained his DPhil in cardiovascular medicine at the University of Oxford and a MD in cardiology at UCT, said: "This award puts the spotlight on cardiovascular diseases afflicting Africans. I hope that more will be done to broaden our understanding of these complex disorders and – ultimately – to lessen the suffering of those affected by them."

Apart from medicine, Ntusi, a Senior Registrar at Cape Town's Groote Schuur Hospital, is passionate about ballroom dancing and is a former SA junior national champion. – **SH**

POWER PRINCIPLE: "We create our own destiny."



Dyantyi has come a long way from Cofimvaba, Eastern Cape, after studies at the University of the Western Cape, articles at Webber Wentzel Bowens (Cape Town) and a stint at Lowndes Dlamini Attorneys (Jo'burg). Driven by the desire to learn, he applied for the South African Visiting Lawyers Programme in New York. After a rigorous selection process, he began working for Skadden Arps Slate Meagher & Flom for a year.
On his return to SA, he joined Norton Rose Fulbright in Sandton, Jo'burg, as Associate before being promoted.

Four years ago, Dyantyi decided to "explore the transactional side of things". "The process of reinvention was not easy, but has been worth my while. I need another highlight to take me to the next level." – **RG**

POWER PRINCIPLE: "Never curse the day of humble beginnings."

Duran de Villiers 30

Owner: SteadiDrone
Twitter: @SteadiDrone
"I've seen so many people with



great ideas wait for funding, waiting for the right time... waiting for what!? I didn't have the luxury. I spent that time learning what I needed to do," says De Villiers.

His drive saw him establish a drone manufacturer that achieved a R14 million turnover in 2013, with projections to double and treble that number year on year from an office in Knysna. "I often get asked why we are not based in a big city.

It's about lifestyle. The only real difference to the business would be saving a day shipping products. Some 95% of our work involves export," he says.

He puts the success of the business down to a blend of hard work, thinking beyond the now, taking risks and simply putting in the time to get things done. "Those who are willing to take risks eventually end up getting ahead," he says. – **TC**

DX SMOOTH PRO SERIES POWER PRINCIPLE: "

actually have it tattooed on my arm: 'Dream. Do it. Now."





Attorney: AEL Mining Services

Twitter: @mxolisi78

When Nene watched his first commission of enquiry, his destiny was decided. From that point, he gave pursuing a career in law his all. Despite growing up in Bhekuzulu in Vryheid and arriving at university with nothing but a

DX SMOOTH PRO SERIES POWER PRINCIPLE:

"If everyone else was eating rubbish, would you eat it too?" bag, he achieved his dream and has "never looked back".

Nene believes challenges are not always negative. "Even though I lost both parents by the time I was 12, I never saw life as a struggle. I doubt I would be where I am

today without those misfortunes. I've always seen beyond my circumstances and want to show young South Africans that their circumstances should not define them."

While Nene is thriving in the corporate law space, helping South African artists with copyright protection is another passion of his. "The creative sphere is growing, but the protection of it is lacking. Many artists just don't have the means to protect their work."

In his free time, Nene is an enthusiastic mountain biker. "If you'd told me I would be doing this in three years, I'd have called you mad," he says. – **SG**





Power of 40





Levy Sekgapane 24 Opera singer

Twitter: @LevySekgapane A trailblazer in the local opera arena, Sekgapane won the top prize at the Hans Gabor Belvedere Opera Contest in Amsterdam earlier this year, which catapulted him to international stardom. He has since started working at one of the biggest opera houses in Dresden, Germany, and plans to give a recital in Ireland next spring. He will also sing at the Barcelona Teatro in Spain.

He says winning the award really kick-started his career. "It opened many doors for me. Since winning, I've been able to meet influential opera directors, conductors and agents."

The multi-talented
Sekgapane, who is originally
from Kroonstad in the Free
State, attributes his success to
hard work and the support of his
family, friends and teachers.

"It's hard when you have to move to a new country, but I have managed to gain a good grasp of German and build a solid network."

He adds that the

future of opera in SA is bright. "My generation is very talented and the one after us will be even more so. We will soon be producing superstars." – **NO**

POWER PRINCIPLE: "Many things are impossible with man, but nothing is impossible with God."

Mohammed Haddad (27)

Data Journalist: Al Jazeera

Twitter: @haddadme
Haddad grew up in Germiston,
Gauteng, and started school in 1994
at the dawn of the new SA. At an
early age, he developed an interest in
electronics and would spend hours
at Rand Airport, where he immersed
himself in aviation and computer
systems. After matriculating, he went
on to complete a BSc in computer
science and an Honours degree in
information systems at Wits University.

He is now based in Qatar with Al Jazeera. His remit is to make sense of data so that the stories his fellow journalists tell are more interactive and he works closely with the media organisation's editorial teams to fulfil this purpose.

Haddad recently won an online media award at a ceremony in London for his successful launch of palestineremix.com. "The interactive video website is the first of its kind to tap into the latest advances in HTML5 video technology for creating user-generated videos or 'remixes' from a wealth of documentaries on Palestine," he explains. – CM

POWER PRINCIPLE: "It's

only through hard work and dedication that you can become the best person you can be."



Head of Global Markets & Treasury Strategic Research: Nedbank

Twitter: @MohammedNalla

Nalla started university as an IT student, but moved to the economics faculty less than a year later. He regards this as one of the best decisions he has ever made. "I knew I was a markets

guy from the very beginning," he says. After graduating, he landed a job at Nedbank and quickly moved up through the ranks.

While he prefers to think of challenges as opportunities, preconceptions about age are a challenge he often contends with. "I have always been someone who pushes the boundaries and the number of times age has been a hurdle

stops being a problem."

boundaries and the number of times age has been a hurdle is staggering. I find the best way to overcome these notions is to just be myself. If you engage with someone long enough, it

Ever since Nalla found his first job in a mall, resilience has been a characteristic which has served him well. "Rejection should never get you down because you only need one door to be opened. Toughen up and keep going." – **SG**









DX SMOOTH PRO **SERIES POWER** PRINCIPLE:

"Everyone has the power within them to make it in life."

Bonnke Shipalana 38

CEO: The **Communications Firm**

Twitter: @BonnkeShipalana Shipalana was fortunate enough to be exposed to business at a young age and his entrepreneurial spirit is behind his desire to succeed. Despite challenges growing up in Tzaneen, Limpopo, like being in a class of almost 200 pupils, his superhuman determination has propelled him to the top. "I have the ability to dream and make those dreams come true."

Shipalana's certainty of purpose also gives him the power to succeed. "When you identify your purpose, it's like having a supernatural power. Think of people like Madiba, Gandhi and Mother Teresa. When you are in love with your purpose, you can use the challenges you face to propel you forward, rather than letting them bring you down."

One of Shipalana's greatest achievements was the communications role he played in launching the Madiba banknotes. His ambition is to start an agency to supplement the national curriculum and give the youth life skills that they don't learn at school.

Spending time with his family, however, remains top of his priorities. He takes his children to school every day and is determined to continue doing so. - SG





David Kibuuka 33

Comedian and producer: The Daily Show

Twitter: @davidkibuuka Funnyman Kibuuka is laughing all the way to the bank as his career goes global. The witty screenwriter recently made the move to New York to join host Trevor Noah on the popular satirical news series, The Daily Show.

After completing his Honours degree in finance at Wits University about a decade ago, Kibuuka began establishing his name on the local comedy circuit and helped conceptualise the legendary Pure Monate Show. He later ioined the satirical news show. Late Night News With Loviso Gola, as a writer and field reporter. He also transitioned to the big screen with roles in local comedy films Blitzpatrollie and Bunny Chow.

Hailing from Uganda, the move to the Big Apple came after he was appointed the voice of Comedy Central, which helped prep him for the international spotlight. The move will see him following in the footsteps of comedic greats such as Dan Sterling and John Oliver. - NO

POWER PRINCIPLE: "Treat setbacks and criticism like medicine. It tastes bitter, but you know it's making you better."

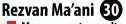


Bonolo Ramokhele 🙉 Founder & MD: Leofortis and WEF **Young Global Shaper**

Twitter: @BonoloRamokhele With the goal of taking his company global, Ramokhele is a man with a plan. Since launching investment firm Leofortis with business partner Willem Janse van Rensburg, the pair have established a presence spanning several industries locally and in Kenya, Zambia and South Sudan.

"When we started the business, we had one goal: to be a global company with a footprint on every continent," says Ramokhele. "We are still working towards that by building a strong base in SA and focusing on solving some of the socioeconomic problems we face." Ramokhele. Van Rensburg and their 22 employees are working on their biggest project vet - the construction of a R257 million university residence for 2 000 students at the University of Venda – along with a 12 000m² shopping centre in Limpopo.

"The biggest challenge is getting the right people who see the vision to buy into and commit to it. We are currently looking at expanding our telecommunications business by providing wifi to the Hambanathi township in KwaZulu-Natal and we have plans to expand that part of the business into Gauteng," says Ramokhele. – NO **POWER PRINCIPLE:** "Work hard, pray harder and believe hardest."



Management consultant and global development adviser

Instagram: @rezvanparaiso Port Elizabeth-born Ma'ani left his job and family in 2011 to do a Master's degree in international development at Columbia University in New York City. "It was a risk. I wasn't sure how I was going to pay for it or

graduation. I didn't know anyone in the city," he says. At Dalberg Global Development Advisors, he's tasked with

mobilising responses to the world's most pressing challenges. His current project sees him leading the development of a strategy that will direct billions of dollars towards child healthcare, women's empowerment, renewable energy and infrastructure development.

"In 2014, I advised the Liberian government at the height of the Ebola crisis and have worked with various UN agencies, development banks, governments, Fortune 500 companies and South African state-owned enterprises on strategic challenges," he says. His role brings him into contact with government leaders, CEOs and global institutions – and all of them pay close attention to what he has to say. – TC



whether I would get a job after

mankind?

DX SMOOTH

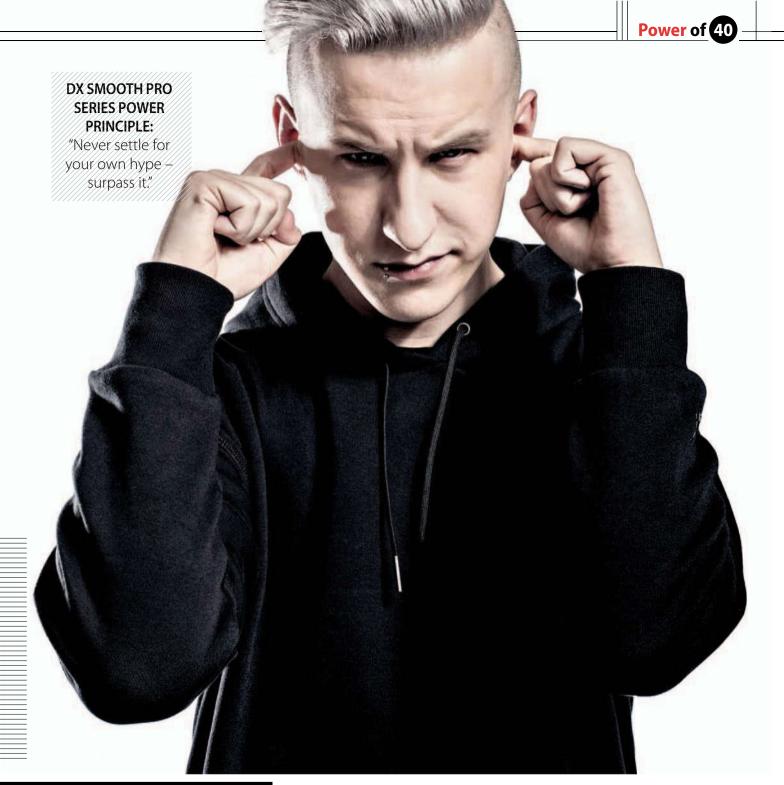
PRO SERIES

PRINCIPLE:

today to benefit

POWER





Kyle "Das Kapital" Brinkmann 24

DJ/Producer

Twitter: @iamDasKapital

"I can't remember a time when music wasn't important to me," says Brinkmann, who was writing songs at the age of 13 and producing material aged 15. Music became his career four years later, when his tracks found an audience and he left university to pursue it full-time.

He has been notching up achievements since then. One of his first bootlegs, of Bon Iver's *Skinny Love*, went global with multi-million plays on Soundcloud and YouTube and his music has been playlisted on major

stations in SA and the UK. He's also played multiple headline sets at festivals around SA.

In 2014, he was asked to start his own weekly feature, *In Das We Trust*, on DJ Warras' show *The 5th Element*, in which he plays forthcoming club music from around the world.

The ambitious tastemaker increasingly has his eye on the international market and wants to help South African musicians realise their potential. "I'm pushing our dance producers via my label, Do Work Records, and want to see our artists getting the recognition they deserve, both locally and abroad," he says. – **RG**







DX SMOOTH PRO SERIES POWER PRINCIPLE: "You must decide if you want to be a player on the winning team or the best player on a losing team."

Ryan Knipe 39 COO: Alexander Forbes Retail Holdings

Twitter: @knipery Keen business savvy, a strong reliance on teamwork and a deep understanding of clients' needs have led to Knipe's rampant success at Alexander Forbes. With over 16 years' experience in the sector, he strives to ensure that clients' investment strategies are placed at the forefront of daily business practice. "When I stepped into the role of COO, I was striving for the team to start talking the same language and to look at the customer from a collective perspective," says Knipe. With a post-graduate diploma in financial planning from the University of Free State, Knipe is a member of several financial associations. His business philosophy is simple:

several financial associations.
His business philosophy is simple:
"Everything in life is about a team. I try
to find ways of ensuring that those who
are most competent in various fields
are identified and supported to work on
the job," he says.

What is his advice to aspiring businessmen? "Understand your competencies. Learning doesn't only come from the top down."

- NO

Trevor Stuurman 26

Photographer, filmmaker and creative director

Twitter: @trevorstuurman

AFDA Cape Town graduate Trevor Stuurman is *Elle's* first style reporter and has had his work screened at the Cannes Film Festival. Earlier this year, he was named the 2015 Autumn Winter Face of Woolworths.

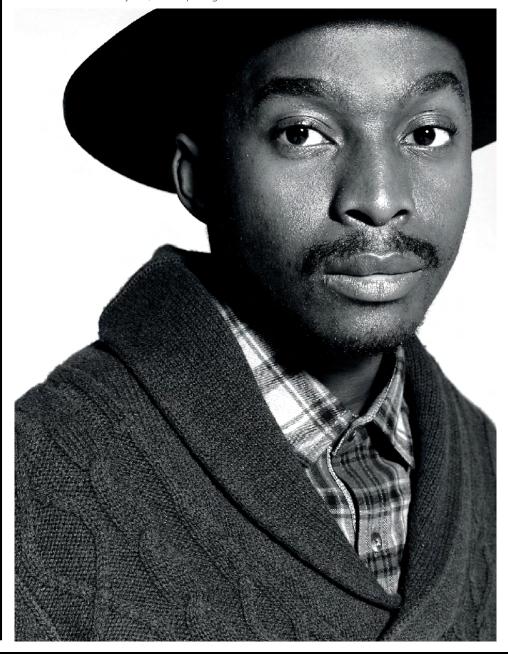
Born in Kimberley, Northern Cape, Stuurman was part of a creative collective at high school. One of its members had a basic point-and-shoot camera, which steered him into fashion photography.

"My work always has a clear point to it and will always be rooted in urban Africa. Change and innovation are part of who I am and this is evident in what I do. Those who are familiar with my work know that I am synonymous with lots of colour," he says.

Stuurman continues to build an impressive CV. He has created a music video for progressive hip-hop MC and producer Spoek Mathambo and has collaborated with knitwear designer Laduma Ngxokolo on a documentary called *Ubuhle Besintu*.

"I take things as they come and I've made it my life's mission not to live by anyone else's rules," he says. - **SM**

POWER PRINCIPLE: "Stay low, but keep firing."







Chairperson: Black Science Technology and Engineering Professionals (BSTEP)

Twitter: @WezaThatGuy

This chemical engineering student's talent mix and balancing act are a rarity. Added to his studies, the Vaalborn Matomane chairs BSTEP Student Chapter – which he co-founded in 2010 with like-minded peers – and tutors maths to high school kids on Saturdays. Between that, his books and a radio show, he works as an entertainer, a voice-over artist and a radio host. Building on its initial plan – of helping struggling

DX SMOOTH PRO SERIES POWER PRINCIPLE:

"Live your dream while time is on your side – you have nothing to lose but the fear of the unknown."

science, technology and engineering (STE) undergraduates – BSTEP has reached out to learners in Mamelodi, helping them improve their fluency in maths. While the initiative began in 2010, tutoring just eight pupils at Gatang Secondary, it's grown exponentially to attract 150 pupils a year, from 10 schools. "Our aim is to contribute to the growth and excellence of black pupils," says this University of Pretoria student.

Matomane credits his STE path and work ethic to the sturdy foundation laid by his mother, who uprooted her children from Sebokeng to live in a garage in the Vaal's suburbs so they could access good schools. Years later,

this man forges on. His degree would be "a stepping stone rather than a destination", he says referring to the Unplugged and In-charge Young Leaders Organisation, an initiative to broaden quality education "for a brighter tomorrow". – **SMM**

Dr Thulani Peter Makhalanyane

Geneticist

Twitter: @ThulsM
Makhalanyane's interest in
the field of microbial ecology
was stimulated during his
undergraduate studies at NorthWest University. "My passion
began when I realised in my
third year of studies that research
could be used to change the
world," he says.
His subsequent research
has focused on understanding
the ecology of microbial
communities in extreme

the ecology of microbial communities in extreme environments. His studies have been published in respected international journals and the global recognition his work has garnered has seen him named a Young Ambassador for the International Society for Microbial Ecology. He was also awarded the prestigious National Technology and Science Forum's TW Kambule Award in the Emerging Researcher category.

What are his plans for the future?

What are his plans for the future?
"I want to be the best in the
world! While I understand the
significance of being black and
working as a scientist in SA, it's
really important for me to gain
recognition that isn't relative to
my race. I would like my research
to contribute fundamental
knowledge that enhances our

knowledge that enhances our understanding of the world we live in." – **TC**

POWER PRINCIPLE: "Failure will never overtake me if my determination to succeed is strong enough."

- American author Og Mandino



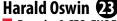
Interior designer

Instagram: @donaldnxumalo Hailing from Soshanguve, Pretoria, and holding a BTech in interior design, there was never a time in Nxumalo's life when he did not know what he wanted to be. While other boys were playing soccer outside, he was paging through décor magazines and watching home makeover shows on TV.

Nxumalo rose to fame when he won a competition to be one of the interior designers for the Steyn City development in Jo'burg. This exposure gave him access to high net-worth clients.

"In this field, you are only as great as the opinion of your last client. Networking and constantly putting your work out there are what result in success or failure," he says.

"I live the notion that design has to be practical. That is why I consider myself a problem-solver, as each project presents a completely unique set of challenges that push me to conceptualise solutions. As a business-owner, this skill is critical and will determine just how long I continue to be relevant in an everchanging discipline," he says. - SM POWER PRINCIPLE: "The ultimate in luxury is comfort."



Founder & CEO: FNS Energy

Twitter: @haraldoswin

Only a handful of people can claim to be Harvard University students and "Afropreneur" Oswin is one of them. He chose the Boston institution after receiving offers from other Ivy League universities, including Yale, Columbia and Pennsylvania.

While an Allan Gray Orbis Foundation fellow at the University of Cape Town, Oswin received a full

DX SMOOTH **PRO SERIES** POWER PRINCIPLE:

"With enough determination, you will always rise to the top." scholarship from Harvard and is currently studying applied mathematics at the prestigious institution. This is where he met cofounder and mechanical engineering student Barry McKenna.

Originally from Swaziland, Oswin came up with GeyserFlicker, a device that automates

residential energy-saving routines and allows municipalities to reduce their overall consumption.

"I'm a straightforward thinker who loves identifying and removing inefficiencies. After months of waking up at 4am to switch the geyser on, I decided to do something about it. GeyserFlicker started off as a hobby, but as soon as I realised that there were so many other facets to it, such as finance and other business-related parts, I decided to take it seriously."

include manufacturing other products that will put SA on par with the rest of the world in the renewable energy sector. - SM





Power of 40



Scott Picken 33 Co-founder & CEO: **Wealth Migrate**

Twitter: @Scott Picken At age 13, Pickens presented his parents with plans to build an extra bedroom, so he no longer had to share with his brother. He always knew property was his passion and by 22, had completed his first official development.

DX SMOOTH PRO SERIES POWER PRINCIPLE:

"Most people look on and cheer, but very few will get into the arena."

Yet flying under the radar in the property market was never his intention. His first company, International Property Solutions, and Wealth Migrate arose from his focus on disruption.

"In 1998, I was already thinking of how we could use technology to increase effectiveness and enhance processes in property. Wealth Migrate is a global crowd-funding platform through which people can lend and invest money."

Picken's father inspired a strong sense of self-belief in him which fed his determination to succeed. "My father always said you can do anything you truly want to if you put your mind to it. Even if I fail, I want to go to bed knowing I gave it my all." He values time spent with family and friends. "Nothing is better than friends. I've been a best man 12 times!" - **SG**



Seelan Gobalsamy 39

CEO: Stanlib

Twitter: @STANLIB

Gobalsamy's entrepreneurial leanings were awakened as a child growing up in East London. He didn't get an allowance, but his great-grandmother would give him items to sell and he was allowed to keep the money he made.

These experiences fuelled his passion for hard work and he achieved A symbols for every subject in matric. Even with these results, however, bursaries were not forthcoming. Determined to achieve his goal of becoming a chartered accountant, he decided that he would work part-time



to fund his studies. Then an East London company heard about his academic achievements and awarded him a scholarship. With this support, he completed a degree at Rhodes University.

The financial services industry has always appealed to Gobalsamy. "There's something noble about helping customers build financial freedom and educating them on the need to let their savings grow," he says.

At Stanlib, Gobalsamy helps consumers make the most of their savings. "It's an incredible business. We manage more than R560 billion of customer assets and are present in 10 African countries." - CM

POWER PRINCIPLE: "I'm driven by the desire to make a difference to the lives of others."



Mduduzi Comfort Manana 31

ANC MP and Deputy Minister of Higher Education & Training

Twitter: @Mduduzi_Manana Manana was born in Ermelo, Mpumalanga, and completed his studies in Jo'burg and Durban. In 1998, at 14 years of age, he joined the Congress of South African Students and his political career continued apace when he was elected Chairperson of the ANC Youth League's Nombali Mkhwanazi branch for three years in a row. At 19, Manana was one of 32 South Africans who volunteered to be human shields during the second Gulf War in 2003.

After the 2009 general elections, he became the country's youngest MP. Further involvement with Parliament was to come, with Manana's appointment as Deputy Minister of Higher Education & Training at 28. It's a role he feels born to fulfil. "I understand the plight of students who often have to go to

lectures hungry and those whose academic talent gets shelved because of financial exclusions. I'm strategically placed to offer solutions



to many of the existing gaps in our post-school system," he says. – **CM POWER PRINCIPLE:** "It is unbecoming to wallow in doom and gloom without the courage to offer solutions to existing problems."

Gift Kelehe 33

Marathon runner
Facebook: Gift Kelehe

When Kelehe crossed the finish line during the 90th Comrades Marathon, he didn't only collect the main prize, but also made history.

He and his elder brother Andrew are the only two siblings in Comrades history to have won the "Ultimate Human Race".

The latter won the 90km race from Pietermaritzburg to Durban in 2000. Ahead of the Comrades, the Taung, North West runner trained for eight weeks in the secluded valley of Dullstroom, Mpumalanga, together with his coach, John Hamlett. On winning the race, Kelehe, who had finished fifth in 2011, eighth in 2012 and third in 2014, said: "As I approached the finishing line, I felt electricity running through my body. My blood was pumping with joy and excitement. I was well prepared for this race and for this moment." Kelehe is a member of the South African Police Service's tactical response unit in Rustenburg, North West. He says his ambition is to defend his title. - SH

POWER PRINCIPLE: "God is my rock. He is always there for me through thick and thin. He guides me."



Film and commercial director

■ Twitter: @teabag

Moleya is responsible for the wildly popular KFC commercial featuring Khuli Chana. He was firmly in the director's seat for *Jozi H, Jacob's Cross, The Lab* and the South African Film and TV Award-winning *Sokhulu and Partners,* which also received an Emmy nomination for Best Foreign Drama Series.

"From an early age, I made sure that I was

DX SMOOTH PRO SERIES
POWER PRINCIPLE: "Nothing
great has ever been achieved,
except by those who dare to
believe that something inside of
them was superior to circumstance."

using the camera lens to tell stories that would stand out from all the other great works out there. This has guided me to direct stories that touch me in one way or the other. An idea or a script has to speak to me first, before I know I can tell a worthy story," says Moleya.

He has wrapped up shooting his latest endeavour, *Happiness is a Four-Letter Word*, a project in which he saw himself acting, before he decided to direct it.

"It reiterates the message of knowing who we are as individuals before we pursue our own happiness. That makes life a little easier," he advises. – **SM**









Photographer

Twitter: @SiphoMpongo Using his trusted camera to capture life in townships and rural SA landed Mpongo the opportunity to become the first South African to participate in the Magnum Photo Fellowship, an intensive sixweek programme at New York University.

Originally from the tiny village of Ngamakwe in the Eastern Cape, Mpongo first became interested in photography when he "stole" his aunt's camera to take pictures of his primary school dance. That night sparked an insatiable appetite for story-telling.

"I started taking pictures everywhere I went and visited galleries to pick up tips from other photographers," he says. "I was hoping to build a place where it was safe for me to capture and talk about what is truly happening in my world."

Funds and access to equipment have been a challenge for the young photographer. "I learnt a lot about myself in New York. It was a phenomenal opportunity and it sparked creative ways of telling a story. The Magnum foundation is family to me." - NO



Warren Whiteley 27

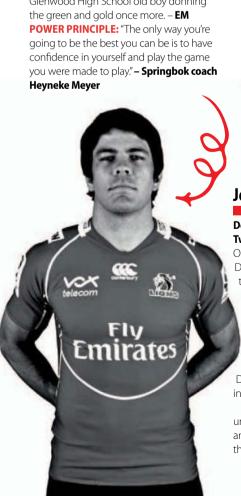
Springbok and Lions rugby player

Twitter: @WarrenWhiteley

Lions loose forward Whiteley has been at the forefront of the stirring return to form of the once-ailing franchise, with his barnstorming runs and thunderous tackling. He wore the captain's armband for the Golden Lions and steered them through a Super Rugby campaign which saw them rack up an unprecedented four away wins on the trot and earn the respect of teams Down Under. Often touted as a future Bok captain, Whiteley has an inclusive view of leadership.

"In rugby, team dynamics and respect is of the utmost importance. How do you get people together for a common purpose and get them to give their best every week? As a captain, I want to have a relationship with every individual," he says.

Capped three times by the Boks, he was unlucky to miss out on a World Cup callup, but maintains that this hasn't set him back. "You just want to keep improving and that is ultimately my goal. I'm by no means the perfect No 8 and the only way you do improve is by having that desire to get better, week in and week out." With that attitude, few would bet against the Glenwood High School old boy donning





Nicholas van der Nest 🚯

Risk Product Innovation Provisional Director: Liberty

LinkedIn: linkedin.com/pub/nicholas-van-der-nest/9/149/256

Van der Nest is an actuary from Groblersdal, Limpopo, who wants to make a difference to society. After joining Liberty in 2009, he introduced three first-to-market concepts, transforming the insurance industry. "I like being in a role where I can see not only the future of Liberty, but

DX SMOOTH PRO SERIES POWER

PRINCIPLE: "If you don't have passion, you

aren't going to put your heart and soul into

your work and won't make a difference."

also the future of the market. Things need to change and I want to be part of that revolution"

Of these three achievements, Van der Nest's work in introducing finger-prick HIV testing is one that stands out for him. "It was a defining moment, because it was a way to

improve customer service. I discovered one client who was afraid to get lifestyle protection because he was so scared of needles."

Van der Nest's perfectionism makes it difficult for him to see a problem and not fix it. He lives to drive change and when he physically sees that change, it inspires him. He relishes working at Liberty because the opportunities to effect change are that much

greater there. - SG

Jerome Davies 🚮 CFO: USB Executive Development (USB-ED)

Twitter: @JeromeDavies03 Often described as a "fixer". Davies is results-orientated and thrives on developing new ways of thinking, systems and processes. At the helm of USB-ED, which offers innovative and transformational courses to leaders across the country, Davies took on the role of CFO in 2012. His goals were twofold.

"I wanted to obtain a detailed understanding of the organisation and, where applicable, challenge the status quo. In doing so, I was



able to help USB-ED operate more strategically. Many of my recommendations have been implemented and it's an ongoing process, since we adapt as the need arises," says Davies.

With a BCom in accounting and a Master's degree in commerce, he says his longterm goal is to be more active in helping corporate SA question its current mode of operating by offering alternative solutions to business sustainability. He also wants to be more involved in motivational speaking.

"As long as you are providing value, you are making an impact. This impact needs to reach as many people as possible, which in itself will lead to business growth," says Davies. - NO

POWER PRINCIPLE: "Be the change you want to see in the world." - Mahatma Gandhi







Mtho Xulu 28

President of the Middelburg Chamber of Commerce & Industry

Twitter: @MthoXulu

Multi-tasking, discipline, self-reliance and delegation are some of the many skills Xulu learnt early in his entrepreneurial journey. Born in Middelburg, Mpumalanga, he was forced to enrol for an LLB at Unisa in 2005, as his parents could not afford

to pay for his varsity tuition. As a distancelearning student, he had to devise a "clever strategy" to help him raise enough money to finance his studies. So he set up three companies with interests in construction, natural resources and strategic investments. Looking back, he says those experiences helped him fine-tune his multi-tasking skills.

DX SMOOTH PRO SERIES POWER PRINCIPLE:

"Those who stand for nothing, fall for everything."

"I've learnt to treat all my roles as subsidiaries of a group. Planning and delegating are

Xulu says his ambition is to expand his empire and mentor aspiring entrepreneurs. - SH

Greg Minnaar 🚱 Downhill mountain biker

Twitter: @GregMinnaar For literally half his life, Minnaar has made a career out of hurtling down treacherous slopes on the UCI Downhill circuit.

Some 17 years after his initial foray into downhill mountain biking, the man from Pietermaritzburg is the most successful athlete in the sport, with three World Cup triumphs in the locker.

Where did it all begin for him? "Growing up as the youngest of three siblings, I was competitive from a young age as a motocross rider. I was always trying to be better than my sisters. Then my parents bought a bicycle shop and

my elder sister started doing mountain bike races - that's where it kicked off. It's nice to win, but competing and challenging yourself against others is better."

Although he describes his riding style as "safe", he's no shrinking violet: he's ridden a number of times with the excruciating pain of a dislocated shoulder to finish on the podium.

It wasn't easy for him at first. "There was a point when I felt that I would never be able to make it in this sport. I wasn't only thinking that I couldn't compete with the top guys; I had to deal with basing myself in Europe at 17, not speaking many European languages and having no support structure," he says.

Minnaar plans to retire as soon he believes he isn't competitive. When he does eventually put the bike in the shed, he will have left a legacy for many to follow and is eager to be involved in the sport's development in SA. - EM

POWER PRINCIPLE: "We have 40 million reasons for failure, but not a single excuse." - Rudyard Kipling



Twitter: @sizwenxedlana

Sizwe Nxedlana 😘

Nxedlana is humble about becoming FNB's youngest-ever Chief Economist. "It was partly through being in the right place at the right time. I derive joy from doing exceptional work that adds value to people's lives by helping them make money or prevent losses," he says.

As a primary school pupil in Durban, Nxedlana wanted to understand the world around him and growing up, he saw economics as the tool to do so. After completing a Master's degree in economics at the University of KwaZulu-Natal, his participation in an internship programme at the Bureau for Economic Research at Stellenbosch University led to him joining Kagiso's stockbroking business as a Junior Economist. He then worked as a Property Economist at Standard Bank and seven years ago, joined FNB.

Promoted to Chief Economist in 2013, Nxedlana leads a team who conduct macro-economic research covering global, sub-Saharan African and South African trends. "We follow a very simple process to answer the following questions: 'What happened? Why did it happen? What do we think will happen next? How could we be wrong and what are the implications?", he says. – RG

POWER PRINCIPLE: "Doing what you say you'll do gets you what you want."



Marvel Makhubele 24

Geoscientist: Sasol Exploration &

Production International

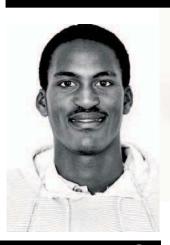
Instagram: @Micah_Marvel

Makhubele's schools suffered perennial deficits on all fronts - classrooms, textbooks and other resources. Armed with determination aplenty, he beat his share of hardship. That's how he became one of only two pupils, out of his class of 200, to score varsity exemptions.

Greater things lay ahead. He achieved a BSc in chemistry and geology, then an MSc in petroleum geology. An MBA could follow. Today this man, hailing from Limpopo, is an "earth doctor", he quips. His typical workday easily spans 12-14 hours.

"My job is to look sub-surface for hydrocarbons (oil and gas) around the world, estimate how much is in the ground and advise on where to drill. What I love most about my job are the constant learning, the challenging problems I have to solve and travelling around the world." Makhubele now dreams of becoming Africa's best exploration geophysicist.

Taking his own advice-that companies and individuals "should step up" to rebuild society - Makhubele co-founded a project that buys pupils school materials and tutors them. He also volunteers at a home for abandoned boys. - SMM POWER PRINCIPLE: "We don't have a say into which family we are born. However, we do have control over how we go about leading the rest of our lives."



Henricho Bruintjies 222

Sprinter

Twitter: @Henrichob

Bruintjies is one of just three South African sprinters to have dipped under the 10-second barrier. He clocked 9,97 seconds at a meet in Switzerland in July and has since taken a number of notable scalps

on the European circuit, including that of compatriot Anaso Jobodwana.

The Paarl-born flyer was almost lost to athletics - as a youngster, he had his heart set on a career in rugby. "I feel privileged to represent SA and to be a role model for many Boland youngsters. I know I have a great responsibility representing those back home and it is an honour to do so," he says.

The Tuks athlete is now a regular on the European circuit, coming up against the likes of Usain Bolt and Justin Gatlin on a weekly basis. He is realistic, but positive about his career thus far. "I will never be disappointed if I run close to my personal best or beat it. I am constantly working in the gym and on the track to improve. Going under

DX SMOOTH PRO SERIES **POWER PRINCIPLE: "Pay** attention to the dreams God shows you in your sleep. They do come true."

Khaya Zondo 233 Proteas and Dolphins cricketer

Twitter: @Bokman 73 As a child, Zondo loved playing cricket, but he nearly gave up the sport after a teacher told him he "wasn't good enough". At the age of 13, Zondo was selected to represent KwaZulu-Natal (KZN) in a provincial tournament. There, he faced further rejection when a coach said he did not deserve a place in the starting line-up. When he turned 19, he was drafted into the KZN academy and was promptly told to quit the sport because he didn't stand a chance of making it. These rejections spurred Zondo on to practise more often and soon results started coming his way. In 2007, the Dolphins recruited him and in September this year, Zondo, who grew up idolising Brian Lara and Herschelle Gibbs, was included in the Protea T20 squad to tour India in October. "I was really happy about the call-up. I've realised that I have to work even harder." Off the pitch, Zondo and three friends have started a business

> focusing on sound and lighting installation. - SH

10 seconds was just the beginning," he says. At 22, he is a good few years from his prime as a sprinter, so there is every chance that he will improve his coveted national record - EM **POWER PRINCIPLE:** "Never

make moves unless your heart's in it and live the phrase: 'Sky's the limit." - Notorious B.I.G.









TIME TO GET EVEN

FEATURED PROMOTION

THE CRITICAL INVESTMENT

Confidence and self-esteem are crucial to personal and career success



It's time to get even!

Drive, ambition and hard work will take you so far, but it's hard to rise above the other achievers if you don't project an image of confident capability to the world. Your self-esteem matters, and investing in your appearance can make all the difference, and reap long term rewards.

Taking care of your skin is, without doubt, the single most important step you can take to look after your appearance. Short and long-term, good skincare will help you achieve that smooth, even-toned skin that exudes confidence and class. But till now, it hasn't been easy to find

the right skincare products. By and large, the grooming needs of sophisticated black South African men have been ignored. Women's skin is texturally different and besides, their products can be a little too fragrant and fussy, and imports don't always address your particular priorities.

From shaving nicks and ingrown hairs to minor scratches and even the occasional pimple, everyday living takes its toll on your skin. These minor afflictions cause blemishes that can scar and leave permanent marks on your face that worsen in the harsh South African sun.



Let's be specific: this type of skin damage manifests as patches of darker pigmentation and these dark spots are one of the key skin challenges faced by black men. But it's time to get even!

Clinically proven to fade dark spots by 66% after 14 days.

DX Smooth Pro Series is the smart answer for men who take pride in their personal appearance and want healthy, naturally even toned skin. Pro Series gives you the first professional skin care regime designed specifically for black South African skin. Best of all, this sophisticated, dermatologically formulated range is simple to fit into your busy lifestyle.

The DX Smooth Pro Series comprises four products: a purifying face mask to be used twice a week, your choice of the multi-action moisturiser or facial tissue oil for daily use every morning and evening, and the dermatologically tested, ground-breaking Dark Spot Corrector which is clinically proven to fade dark spots by 66% after 14 days.¹

The real magic behind the range is the revolutionary Synotone Complex™

The real magic behind the range is the revolutionary Synotone Complex™. A far cry from the toxic skin lighteners of old, Synotone Complex™ is not a skin lightener and it won't damage your skin. In fact, it's a treatment programme you can (and should) use every single day to repair and enhance your skin and fade discolourations and dark spots.

Keep a regular skin care routine with DX Smooth Pro Series. Take control of your skin health and your appearance and boost your confidence. There's no reason to sit idly back ignoring dark patches on your face and neck when the solution is at hand.

Invest in yourself, face your future with confidence and get a great return. Your skin lasts a lifetime, so don't ignore dry patches, skin blemishes and dark spots. Claim the skin you deserve.

It's time to get even. It's time to get DX Smooth Pro Series.



EVERY DAY

A strong daily skincare routine is invaluable for healthy skin. Supplement your DX Smooth Pro Series range with the DX Smooth Even Tone Face Wash and maximise the efficacy of the Pro Series professional formulations.

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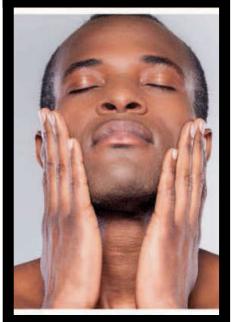
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The revolutionary Dark Spot Corrector is backed by dermatological research and clinical studies. A South African first, DX Smooth Pro Series Dark Spot Corrector is proven to fade dark spots by up to 66% after 14 days.

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DEEP PURIFYING MASK	for twice weekly exfoliation	
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MULTI-ACTIVE MOISTURISER	for all skin types, twice a day	
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¹ FCDP090 Dark Spots and Uneven Skin Tone In Vivo Efficacy Study May 2015

SAMSUNG



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IUCAS SITHOLE PROFESSIONAL WHEELCHAIR TENNIS PLAYER

When did you get into tennis? I was at Filadelfia Secondary School in Soshanguve, Pretoria, in the early 2000s, when the sport was introduced. I was a wheelchair basketball player then and had little interest in tennis.

What were people™ reactions when you told them you wanted to pursue a tennis career? It was unthinkable for most. I lost my legs and right arm in a train accident in 1998 and the idea of me pushing a wheelchair and holding a racquet with just my left arm was difficult for me to entertain, too. I'm right-handed, so I had to learn to use my left hand to be able to play.

What challenges have you had to overcome in your career? I've overcome denial of my disability after the accident, which I turned into a positive by accepting the situation. I've also had to deal with unwarranted sympathy from others, which makes it difficult for me to focus on my abilities.

How do you train for a tournament? I divide the training regime into high-, medium- and low-intensity phases before a competitive event. I usually play tennis for two to three hours and follow this up with physiotherapy, gym and psychology sessions.

Where can we see you in action during November and December 2015? I'm looking forward to touring the USA and wrapping the year up with a Masters tournament in London.

Do you see yourself as a role model? People model themselves on individuals they deem influential. I'm not sure what the criteria are, but I know that I'm a person who embraces life for what it is. Anything else is accidental.

Which achievement are you proudest of? Winning the US Open in 2013 has to be the pinnacle of my career thus far. The cherry on top was beating the world number one, David Wagner, on home turf with a capacity crowd watching.

How do you celebrate? I'm family-orientated and always go home to celebrate by having dinner. I also perform maskanda with the Amathalente group.

What are you currently reading? I consume a lot of tennis literature online and follow the careers of Roger Federer and other greats. I aim to understand their champion mentality and will to win.

Lucas wears a jacket, R1 499, Zara Man. Shirt, R399, Edgars. Polo shirt, R999 and pocket square, R399, both Fabiani. Bow-tie, R149, Markham. Ring, Lucas's own





MOTHEO MATSAU HEAD OF MARKETING: SUPERSPORT

What does your role entail? I manage a great brand, which many people have contributed to over many years. My job – at the very least – is not to destroy their legacy. Looking after the brand and fostering a great environment for a team involves aligning our objectives and goals with MultiChoice directives.

What qualifications and skills are necessary for your work? Marketing experience and people skills are important. Sport is reality TV at its best, so quick, sound decision-making is key. A love for it also helps.

What was the attraction of marketing for you? Marketing was the only science that would allow me to bring my own experiences, thoughts and personality into my work. The field is primarily about human behaviour and I love people, so it was a perfect fit. What are the essentials of effective marketing? It is simple: know your customers' needs, listen to them, offer solutions that make their lives better and be able to read markets, trends, cultures, societal norms and the economy.

What are the best and worst parts of your job? The best part of my job is watching an idea come to fruition – this is an indication of a marketer who understands their market and product. The worst is missing out on great opportunities.

What would you wear to an important client meeting? It depends on who the client is – an extreme sportsman and an investment banker dress very differently. The key rule is not to make yourself or the client uncomfortable.

What skills would you like to master? Inspiring, developing and motivating people, as well as developing my "gut feel". This comes with time.

What song always puts you in a good mood? Inner Side (Club Mix) by Shazz featuring Ken Norris, *The Wire* by Mr Cheeks and *I Can Explain* by Rachelle Ferrell all do it for me.

Motheo wears a block-patterned blazer, R4 299, Ted Baker. Shirt, R2 995, Paul Smith. Joggers, R3 399, Tiger of Sweden





ROBERT MARAWA ROBERT MARAWA SPORTS PRESENTER: METRO FM & SUPERSPORT

How did you get into sports journalism? It was by default, really. I studied law, but had a passion for sports commentary, so I joined the SABC in 1998. I needed a greater challenge, so I explained my vision to my superiors and here I am today.

What qualities and skills are necessary to be a top sports presenter? Hard work and knowledge of the different sports. Spend a lot of time reasearching, because there is no room for error when everything is live.

Who has inspired you in your career? Ahmad Rashad on *NBA Inside Stuff* put his personality into the show and made the interviews more engaging. It felt as if you were part of the conversation. **What achievements stand out for you?** Being the best presenter on TV and radio and staying relevant through the years.

What has been your most embarrassing moment in front of the camera? Once my producer told me to cross over to someone on the field at a soccer game and I forgot the guy's name!

Do you ever feel nervous before an interview? It's more of an adrenaline rush than nervousness. It is healthy. One needs to rise above nerves in order to continue with the interview.

How do you relax after a stressful week? I don't know the meaning of "relax". I'm always preparing for football matches or a TV or radio show.

Do you play a mentorship role? I'm always willing to assist people in the industry if I can. It is a source of pride to see someone I've mentored progress.

What sports book would you recommend? The Jordan Rules by Sam Smith (Pocket Books).

Robert wears a suit, R8 000, a tie, R399, a pocket square, R250 and a lapel flower, R90, all The Gallery Squared. Hoodie, R1 499, Stuttafords. Shirt, R475. Woolworths





ENOS MAFOKATE ENOS MAFOKATE OWNER: SOWETO EQUESTRIAN CLUB

An equestrian school in Soweto? How did that come about? As a child, I was fascinated by horses, but I was not allowed to ride them because of my skin colour. I became a groom to be close to them. When I became a showjumping champion, I wanted to give township kids an opportunity to ride.

Tell us about your showjumping career at the height of apartheid.

I befriended a white boy who used to ride a pony. I'd ride a donkey and we would swap over in the woods. I'd have an opportunity to ride and perfect my skill. When I began working in Bryanston, Jo'burg (it used to be a big farm back then), I entered the first black trials and won. That is where it all started for me. I began to offer classes and win competitions.

What stands out for you during that time? My red jacket – it was my prize possession. I was the only black person who had one. Becoming the first African to win a European competition also stands out.

What challenges did you have to overcome to become a champion? There were many. I didn't have my own horse to compete with and worked as a groom to make money. I've slept in horse trailers, using a bucket to have a bath. That is how badly I wanted to win. How has your school been received? It has been great. We've sent two kids to France for the World Cup and one to an academy in Turkey. Horses don't come cheap. How do you fund the school? We are currently self-funded and rely on people who give us horses. I bought one for R28 000 and after training it, it's now worth R400 000.

Would you recommend horse-riding as a sport or hobby? As a sport – in some countries, it's second only to soccer in popularity. We need more black riders.

What is your favourite book? Horse & Hound Book of Eventing by Mark Phillips (Hutchinson).

Enos wears a suit, R4 499, Carducci @ Stuttafords. Checked shirt, R1 899, Tiger of Sweden. Knitted tie, price on request, Ted Baker



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3. Dunk Pitch low canvas, R429, Levi's Footwear	6. Gel Lyte III, R1 599, Asics	9. Adidas Superstars, R1 199, Superbalist

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Summer's most versatile staple can be dressed up or down. We'll take them all!

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- 3. R999, Fabiani
- 5. Lawford Pique polo, R199, Only & Son @ Superbalist
- 7. R1 495, Hackett

- 2. R549, Markham
- 4. R1 795, Hugo Boss @ Levisons
- 6. R199, New Look @ Superbalist
- 8. R1 495, Lacoste @ Levisons

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One should always strive for individuality, especially in the workplace. It makes you stand out and - more importantly puts your confidence on display. One way you can showcase your individuality is by getting creative with your clothes and wearing a boldly coloured shirt. Team it up with a tie in an unexpected shade and take your look up a notch. For shirts in interesting shades and with a touch of London panache, visit the Thomas Pink store in Hyde Park Corner, Jo'burg.

Tel: 011 325 4098. Visit: www. thomaspink.com For cool shirt-and-tie combos, visit: www.destinyman.com



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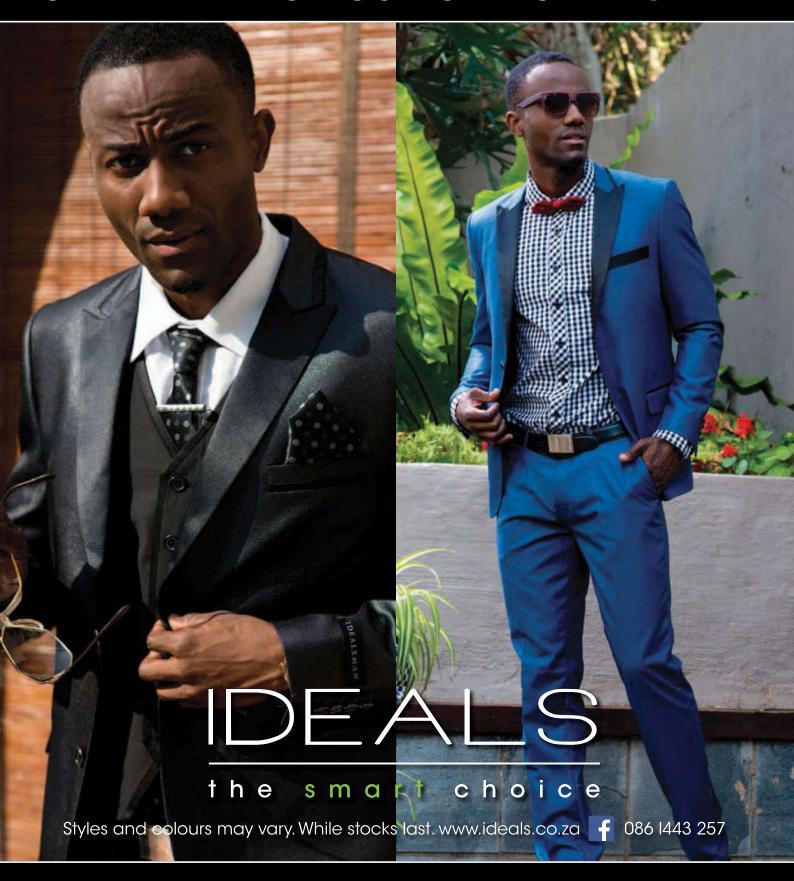


become a signi" cant in" uence on the fashion industry. We can't get enough of all-rounder Fhatuwani Mukheli (@fhatuwanimukheli). His great photographic eye and eclectic sense of style keep us glued to his account. Check him out and see if



deal for the boardroom, yet classic enough for a wedding — that is the kind of timepiece worth investing in, ensuring you get proper value for your dosh. The technical specs of the Frédérique Constant Moonphase are super-impressive. This hand-assembled piece comes in a balanced 40,5mm case, with a 42-hour power reserve and a FC-715 movement. My favourite bit is the starry night sky on the disc - so cool! Price on request. Tel: 011 669 0500.

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WE'VE GOT THE SUIT THAT SUITS YOU



From unruly eyebrow and nasal protrusion solutions to a newly defined beard, we present the ultimate facial haircare guide



Contrary to popular belief, getting your eyebrows done will not leave you looking like a bearded Angelina Jolie. Maintaining well-groomed forehead foliage just looks

cleaner and neater – the small things make a big difference.

Hannes Greyling, a grooming professional at the Follicle Hair Atelier in Brooklyn, Pretoria, reassures guys that professionals take extra care when doing men's eyebrows.

"We have to be careful not to

overdo the trimming and shaping of the eyebrows. Usually, we'll just trim in between – on the bridge of the nose – and if it's really bushy, then we'll go into the arch of the brow. We don't do too much to the actual eyebrow, just the perimeter," he explains.

PLUCK, WAX OR THREAD?

Because they try to retain the natural shape of the eyebrow without making you look like a drag queen, Greyling says that plucking and threading are the two best options. He does, however, mention that the latter

is not for the faint of heart – it's "quite painful" – but the results are worth it.

Lelanie de Jager, Head Stylist at Sorbet Man in Sandton City, says that threading is the way to go.

"As the thread twirls and tightens the hair, it is plucked from the root. At no point will the hair break off, whereas with waxing, strands can sometimes break. Threading is healthier and more efficient in creating a cleaner shape that lasts longer," she says.

She also notes that putting anything hot on your skin is never a healthy option.

but to the eyes of the world. It can get itchy and uncomfortable. a biological function – nasal hair protects us from certain

The most common ways to and waxing. Greyling notes that the former can be very sore, and relatively painless

hot wax into your nose, letting it set for a couple of seconds and



THE ALMIGHTY BEARD

While a lot of men enjoy growing their beards and keeping them scruffy

and "free", the trend is slowly moving to a more defined and trimmed look.

"In SA at the moment, we still have the full beard trend going, but it is moving towards 2,5-3mm shorter lengths. The stand-out features are the emphasised and precise lines. We're starting to do a lot of what we call 'clean-ups', neatening up the hair underneath the chin and defining the beard lines on the cheek bones," says De Jager.

It's about clearly defining the lines of the beard and trimming it down to a manageable and neat length. Did someone say "dapper"?

With guys trimming their beards shorter and shorter, it seems that the clean-shaven look will be back very soon.

BEARD MAINTENANCE

Oils, balms and waxes can all be used for styling, whether you have stubble or a big, bushy beard. They moisturise the hair and the skin underneath it. Many men tend to forget that the skin underneath their beard needs attention.

Using these products makes your facial hair much more manageable and softer, so you can style it and have it going in one direction without stray hairs sticking out. DM

We recommend these starter sets:

THE BEARD BRIGADE True to character, director and actor Akin short beard, with just a hint of scruff.

ambassador for the beard novement – having never forgone one.

TV presenter Thapelo Mokoena keeps his beard rough and embraces his grey hairs.



[2]

Former *Generations* star Solomon beard since entering the industry.



☐ **Includes:** Beard oil, a balm, a wash, a brush and a moustache wax. Visit: www.thecraftbeardco.com

BEARDS

The Bluebeards Revenge 2 Starter Kit, R599

Includes: A shaving cream, a brush, a post-shave balm and a deodorant. Visit: www.zando.co.za

3 Bonafide Beards Grooming

Includes: A beard brush, a balm, oil and a beard-cleansing bar. Visit: www.bonafidebeards.com





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 $\begin{array}{c} \textbf{PRICE} \ R250 \ \text{(includes a light breakfast, a full-day workshop, lunch, a goodie bag and the latest issue of DESTINY or DESTINY MAN).} \end{array}$

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DO GREAT THINGS





YOUTH IS HAPPY BECAUSE IT HAS THE ABILITY TO SEE BEAUTY. ANYONE WHO KEEPS THE ABILITY TO SEE BEAUTY NEVER GROWS OLD. 55

– CZECH AUTHOR FRANZ KAFK*A*





TERMS OF with your partner, it's time to establis some boundaries. ENDEARMENT

v maternal grandmother was a housewife well into her 40s when my grandfather died in 1980. Her three sons were in high school and her eldest child, my mother, was married. The boys had to drop out to look for jobs and support

After they all got married in the late Eighties, two of the wives couldn't stand my grandmother's interference in their marital affairs. First, she convinced my uncles that it was part of their wives' rite of passage to stay with her for a couple months and learn about the family they were marrying into.

I was still too young to understand some of the family dynamics at the time, but there was an unwritten rule that my uncles - who worked in Cape Town and Jo'burg – had to support their wives and their mother.

My granny often complained that my uncles were now giving money to their wives that should have been given to her. She made more divisive accusations and my uncles would often be caught in the middle. Eventually, their wives walked out. I don't blame them. The sad part is that my uncles never had homes of their own and are living with my 85-year-old granny.

Psychologist Mthetho Tshemese says: "It's common for some men to feel torn between the women they love most. It can be overwhelming when you have to choose one without wanting to hurt the feelings of the other." He explains that there are a number of reasons mothers may struggle to let go of their sons, including financial and emotional support.

Mothers who are too involved in their sons' lives could also be lacking psychological insight and may – unintentionally – cause their sons and their partners deep psychological trauma, he says. "Sadly, an overly involved mother can be a deal-breaker for some couples," he adds.

I consider myself lucky to have a mother who declared from the onset that she'd accept whoever I decided to marry, as long as the woman made me happy. My father, whose parents died when he was barely a teenager, agreed with her.

However, it's every man's dream to maintain a good relationship with the two most important women in his life. I know that my wife is fond of my mother and that has always ensured cordial interactions between the three of us. The only

time I ever sensed real tension was some years ago, on an annual visit to my mother's home in Grahamstown in the Eastern Cape. My mother told my wife: "You're so beautiful - nice and plump, like a real woman should be."That was my cue to leave the room. On my return moments later, I was relieved to find them laughing and enjoying a cup of tea.

Others are not so lucky. I have a friend whose mother caused so much trouble that he almost divorced his wife. When he finally realised that his mother was the cause of his marital strife, he went to the other extreme: he now doesn't want anything to do with her.

But what do you do when there's no love lost between your partner and your mother? How do you turn things around when the two most important women in your life can't see eye-toeye on anything? Tshemese says there are many reasons why pre-marital counselling lays a good foundation for couples.

"The sessions allow couples to explore their idea of being married and their values, fears and concerns. A concern about a domineering mother-in-law may be raised during this period. Ways to deal with the problem will be explored with a professional and help the couple set boundaries."

However, if either you or your partner feels that your mother is interfering in your relationship, you have a bigger role to play than you think. Tshemese says: "It's important that you help your partner share her feelings without fear. You should hear her out without defending your mother." A good partner will never want to break the bond you have with your parents, says Tshemese. However, he warns, if you find yourself showing your mother more affection than you do your partner, there is a problem.

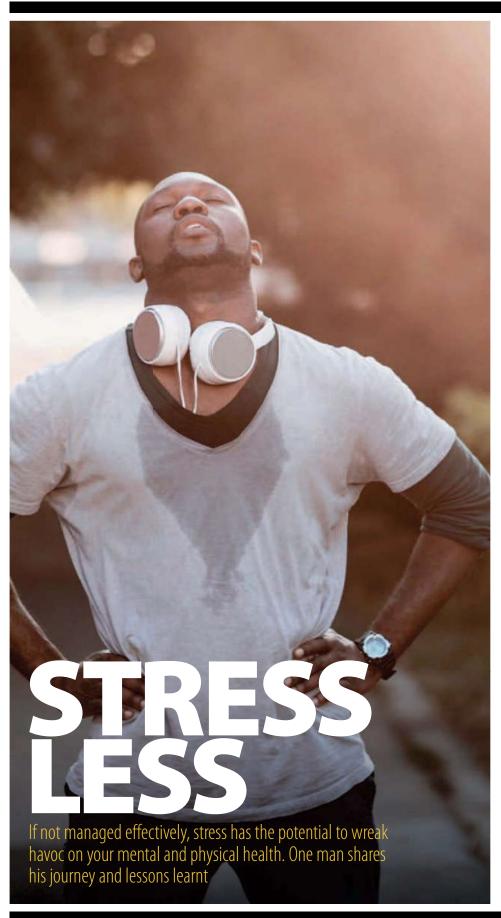
A therapist will be able to show you how your mother's interference is impacting your relationship. "Most importantly, the therapist will need to guard against their own value judgement and not blame the mother. Instead, they should help find ways in which the couple can better understand the dynamics and, where possible, find ways to help the mother improve her quality of life." DM

IT'S IMPORTANT THAT YOU HELP YOUR PARTNER SHARE HER FEELINGS WITHOUT FEAR. YOU SHOULD HEAR HER OUT WITHOUT DEFENDING YOUR MOTHER.

IS YOUR MOTHER TOO INTERFERING?

Does she:

- Visit your house unexpectedly and stay as long as she wants?
- Take over the kitchen and cook what she thinks you should be eating?
- Make snide remarks about your home décor?
- Tell you how your children should be brought up?
- Share secrets with you and warn you not to tell your partner?
- Complain about your wife not liking her?
- Influence your decision-making?
- Call you and ask about your family, but never talk to your partner?
- Ask for money, which you agree to give without discussing it with your partner?
- Complain to you about a quarrel she had with your partner and ask that you sort it out?



ow do I write a story
on stress when
it feels as if all
inspiration is gone
– due to stress? I
knew this feature would be a perfect

knew this feature would be a perfect "t for me, as I am all too familiar with the complexities of stress and its multiple manifestations.

As a journalist, deadline-driven strain and overtime are part of the territory. I'm the "rst to admit I get a thrill from being part of something that requires a constant stream of creative solutions and juggling managerial and administrative duties, while keeping it all together and not allowing the pressures of the job to get to me and those around me (from colleagues and bosses to family and other loved ones). Well, that's the control-freak theory, anyway.

Instinctively, I know that to be the best I can be in all facets, I need to consciously and decisively implement a programme of change to manage my levels of stress.

We all know that in certain situations, stress has an almost alchemic ability to bring out the best in us and in those special moments – wow! – it's a wonderful, almost addictive thing. If I do say so myself, I have produced work to be proud of under those circumstances, from pulling off last-minute cover star negotiations to producing content that responds to readers' business, career and lifestyle needs.

But, truth be told, over the past few years, the ugly face of stress has been staring back at me in the mirror, both literally and "guratively, more often than I would like. Damn, was that another chain-smokinginduced wrinkle I spotted this According to counselling psychologist James Gower,
while there are many signs of stress and it can
manifest in many ways, depending on the personality
of the person, the most common symptoms include:

| Feeling tired all the time.
| Feeling agitated and irritated a lot of the time.
| Low libido.
| Drinking and behaviour that helps the person
escape the situation.
| In extreme cases, depression and burnout.

Yikes! I can tick a few of those blocks and add more. The American Institute of Stress (www.stress.org/ stress-effects) lists more than 50 common signs and symptoms of stress, which it says "have wideranging effects on emotions, mood and behaviour. Equally important, but often less appreciated, are effects on various systems, organs and tissues all over the body, including the nervous, musculoskeletal, respiratory, cardiovascular, endocrine, gastro-intestinal and reproductive systems."

Almost perversely, I can easily tick off 40 of the institute's list. And therein lies part of the problem – and the solution. I have always proudly worn my workhorse badge, with all the additional graft and stress that come with it. Part of my stress pattern is that I am a perfectionist at heart, which means I am sometimes pedantic about what is right, instead of what is good enough. And like a lot of men I'm reluctant to speak about the vicious cycle of stress I get caught up in.

We men are particularly prone to this silent, "get on with it" behaviour and its adverse consequences. Gower says: "Men tend to avoid talking about stress and just move on. However, in this way, they just sweep it under the

> carpet and thus avoid it. They don't want to look weak or as if they are not coping.

"Certain personalities tend to become more withdrawn, while others act out by drinking, substance abuse, etc. Statistically, men suffer more from ulcers and heart attacks, which are both stress-related." While I am not a heart-attack candidate, I know my cycle of stress is not sustainable.

I have been telling myself:
"Isn't there more to life than
this?" quite often recently.
The answer to that is worth
several features in its own
right, but instinctively, I
know that to be the best
I can be in all facets,
I need to consciously
and decisively implement

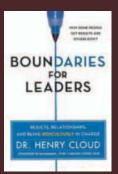
a programme of change to manage my levels of stress.

Gower recommends:

- Creating a balance between work and personal life. You need the energy you gain from doing things you enjoy to cope with stress the following week.
- Setting clear boundaries between work and private time. Turn off your cellphone over the weekend. When at home, don't check work emails and don't join Whatsapp work groups.
- Getting enough rest a minimum of eight hours nightly.
- Taking two consecutive days off in a week.
- Listening to your body it always tells you when it needs a rest.
- Taking leave on occasion to switch off from work

 it will still be there when you return.

I have started making these changes, with varying degrees of regularity and success. For now, though, it's very much a work in progress. After all, the stakes are high if I don't make these changes. But there's so much to gain, too.

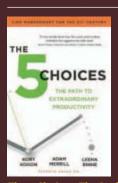


Boundaries for Leaders: Results, Relationships and Being Ridiculously in Charge by Dr Henry Cloud (Harper Business, R445): Get past the hubris of the title and this expert on the psychology of business and leadership performance has valuable insights on creating a culture of boundaries — "structures that determine what will exist and what will not".



The Tao of Coaching

by Max Landsberg (Profile Books, R220): You won't be able to fault the beguiling logic of this book. Take the time to invest in others by developing the techniques of coaching to create more time for yourself.



The 5 Choices: The Path to Extraordinary Productivity

by Kory Kogan, Adam Merrill & Leena Rinne (Simon & Schuster, R275): Time and energy management are critical in today's business environment. The authors present five choices (including "act on the important, don't react to the urgent" and "fuel your fire, don't burn out") to foster productivity.





nternational Men's Day is celebrated on 19

in more than 70 countries, including SA. Dr Craig Nossel, Head of Vitality Wellness, says men should dedicate the day to screening for chronic diseases like prostate cancer. He says that the number of deaths worldwide caused by chronic lifestyle diseases has increased by 10% and could rocket by a further 17% by 2030.

Nossel shares four practical tips that can help you stay healthier and reduce the risk of these diseases:

Fit more physical activity into your day. Although participating in a structured workout, like going to gym, for a run or cycling, is ideal, it is possible to improve your health by increasing your physical activity throughout the day. Small changes like taking the stairs, parking a little further from your destination and

standing as often as possible can go a long way.

Make more changes to your diet.

Making healthy choices can be easier than you think. Generally, if you choose fresh vegetables and fruit, wholegrain carbohydrates and lean protein, you're halfway there.

Stop smoking. Quitting the cancer sticks is easily one of the most important health decisions you can make, but actually achieving it can be really tough. Find a way to quit that suits you and you'll never regret it.

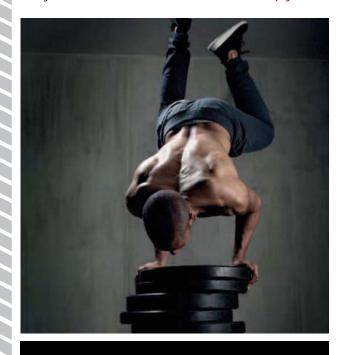
Go for regular screening and prevention checks. When you visit your doctor for a general health check, it's important to discuss the need to have screenings for potential illnesses, such as prostate cancer and HIV/Aids. Detecting these kinds of illnesses early is the most important factor when it comes to treating them.

BODYWEIGHT BENEFITS

A new exercise craze is sweeping the country: calisthenics, which takes its name from one of its earliest promoters, the Greek historian Callisthenes. Pieter du Plessis from the 1Levitation calisthenics group describes it as "an official sport of bodyweight training and exercises that is unique because it requires little to no training apparatus or equipment. Imagination is the only limitation." This form of exercise is common among military recruits and endurance athletics. He says that bodyweight exercises benefit people of all ages.

"It improves stamina, strength, energy, agility and co-ordination and promotes overall fitness." He adds that it can also help treat mental problems, such as stress, anxiety and depression, and boost your self-esteem. "Whereas heavy weightlifting may have an impact on your joints and retard the growth of children, calisthenics is safe even for the very young. In fact, the stretching of the skeleton during exercises can improve posture and help prevent or cure back problems."

Contact 1Levitation on tel: 083 386 0695 or visit its Facebook page.



R143,4
MILLION
The cost of 783 KwaZuluNatal Department of
Health bursaries for local
medical students in Cuba.

SOURCE: DEPARTMENT OF HEALTH. GALLO IMAGES/GETTY IMAGES/ISTOCKPHOTO



Add flavour to meals and save money by replacing half the meat (beef, pork, chicken, lamb or turkey... they all work well) in recipes such as burgers, meatloaf, lasagna or meatballs with chopped mushrooms. Meals are instantly more healthful, delicious AND lighter on the hips!

Mushrooms work so well

because no other food can be used in so many ways, while bringing flavour and nutrition to the plate: They not only deliver a savoury, earthy taste, they also mean another serving of vegetables PLUS they're naturally low in calories, fatand cholesterol-free and provide important nutrients like B vitamins, antioxidants and potassium.

So make a few wiser decisions when grocery shopping. Buy more mushrooms and less meat; your figure will thank you!

Create your own meal planner at www.mushroominfo.co.za

MushroomsSA



Step-Up your Economy Class seat to Business Class with the new upgrade programme on flysaa.com Simply make us an offer, enter your credit card details and submit your request.

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Make us an offer now at flysaa.com







PS was started by Kim Berman and the late Nhlanhla Xaba to create a free space where

talented individuals could learn the art of printmaking and create selfsustaining careers in the art world," explains Jeanne Maré du Bois, APS Gallery Manager and Curator.

The studio's most successful graduates are Nelson Makamo, known for his portraits and featured in the June 2015 issue of DESTINY MAN, and Phillemon Hlungwani, known for his evocative depictions of Limpopo's

The most important thing I learnt at APS is how to represent my emotions visually and I gained the communication skills I needed to talk about my work.

bushveld landscape. Now one of the largest professional printmaking facilities in southern Africa, APS accommodates up to 50 students a year.

Another talented APS graduate, Soweto-born Khumalo is known for his powerful prints depicting life in with the city, because there's a lot happening here. I wanted to capture the vibe, the energy and the interesting characters, as well as reflect on social issues. The most important thing I learnt at APS is how to represent my emotions visually and I gained the communication skills I needed to talk about my work."

Introduced to APS in 2010, Khoza began to explore his talent and developed a unique style. "I enjoy doing portraits, because that's the only way I can express how I feel, tell stories and share my background experiences," he says. "APS has produced lots of great artists over the years and I'm glad to be part of it. It's exposed me to many opportunities and it's played a huge role in developing my talent and building my career. Currently, I'm focusing on getting my name out there and experimenting with a combination of printmaking techniques. In future, I'd like to collaborate with young, upcoming artists and get my own studio."

Du Bois says: "It's an incredibly rewarding experience to be part of their artistic development and to see the results of their artistic and career growth in such a short time."

• View Khumalo and Khoza's work at a Group Printmaking Exhibition at the Gordon Institute of Business Science in Illovo, Jo'burg from 28 October -7 November 2015 and at The Artist Proof Studio Exhibition at Absa Gallery, Jo'burg from 8 November 2015 -30 January 2016.

MUSIC REVIEWS



FUTURE: DS2

Future's third album is completely different from his sophomore outing, *Honest*. He has abandoned the pop influences and love rhymes for something more raw. There is a strong Atlanta influence, with him going back to his trap music roots. What the album lacks is a stand-out track that reminds you of why you fell in love with the artist in the first place. If you're looking for bass-thumping music, though, this album is for you. — **Mpumi Sinxoto**



LIANNE LA HAVAS: BLOOD

The follow-up to La Havas's critically acclaimed debut album, *Is Your Love Big Enough?*, is impressive stuff. The English singer-songwriter and multi-instrumentalist opens the album with the knock-out, orchestral track *Unstoppable* and keeps it coming with the superb ballad *Wonderful*. From its quieter moments to the more lavish productions, her gorgeous voice takes centre stage at all times. — **Richard Goller**



VARIOUS ARTISTS: HOUSE AFRIKA MZANSI HOUSE 2015

This four-disc album from the House Afrika stable is a good snapshot of the current SA scene, with its soul, jazz, deep and R&B flavours. Featuring the catalogues of DJ/producers Ladi Adiosoul & HouseVille SA, Dafro, Phalafala and Echo Deep, it scores big something-for-everyone and value-for-money points. — **RG**



SPARKLING FACTS

With Pongracz celebrating 25 years in the business as one of SA's premium méthode cap classiques, we asked them to tell us the difference between the various sparkling wines.

Only sparkling

wine made in the Champagne region of France may take the name.

In SA, a sparkling wine made according to the traditional French method is referred to as a méthode cap classique.

 Unlike a cap classique, in which bubbles are created in the bottle through secondary fermentation, sparkling wines are created by impregnating the base wine with CO₂. The result is a slightly larger bubble and an enjoyable, easy-drinking wine, with less complexity than a cap classique.

Visit the Cap Classique Producers' Association at www.capclassiaue.co.za



PURE DRAMA

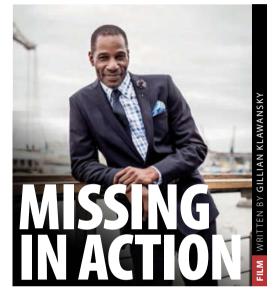
Goran Visnjic talks to DESTINY MAN about his debut on the third season of crime series *Crossing Lines*

associate you with your role in ER. Has that been a good or bad thing for your career? I was on ER for eight years and it was the best thing that ever happened to me. The show was one of the highest-viewed programmes and it was a great ride. What I am trying to do now is something bigger and better than that, so people recognise me for something different. Why should we be

Many people still

watching your debut on **Crossing Lines?** Think of a European FBI that's the idea of the show. That on its own is quite interesting and unique. How will your character develop during the series? Marco Constante has emotional baggage and we are going to see the development of his character and personal story. He used to work on his own and has to adapt to a group dynamic.

It is said that we are living in a golden age of TV. What shows do you simply have to watch? I don't have much time to watch TV, to be honest, so I normally buy the series and watch it when I'm on a plane. But if there's a series I love watching, it's Game of Thrones. I read the books before the show was created. ·Crossing Lines airs on Sony Channel (DStv 127) every Tuesday at 8.55pm until 30 November 2015.



Currently starring in local film *The Jakes are Missing,* actor and model Pope Jerrod reflects on his career

SA-born, but US-raised Jerrod (48) developed an early passion for acting. "I was an only child growing up in California, so I spent my time alone, living in my head — all my life I've had a love of imagination."

However, it was only in 2007 that his acting career began, with parts in international movies, including *Rendition* and *Safe House*. "My big break was in 2012 in a film called *Taste of Rain* set in Namibia. I played a water diviner, who re-awakens a grieving mother to the love of life," he says.

Also known for SABC1 miniseries *Dream World*, Jerrod has steadily built his reputation in the industry. Now starring as Donald Jakes, a man facing a marital crisis who's forced to go into witness protection with his wife (Mampho Brescia) and son (Mpho Sebeng) in *The Jakes are Missing*, he's set to gain more fans.

"I liked the idea of a story exploring family dynamics when they're placed under threat," he says. "I loved working with the director [Bianca Isaac], the actors and the crew. Acting's an organic process of learning and each experience strengthens you and builds your confidence."

Jerrod's also the face of Fabiani's 2015 campaign.
• The Jakes are Missing *premières* on 23 October.



VINTAGE VIEW

Tinashe Nyamudoka was recently appointed Beverage Manager and Head Sommelier at Cape Town's acclaimed The Test Kitchen. He talks to DESTINY MAN about the pressures and pleasures of the job

You're originally from Zimbabwe. What brought you to SA? At the height of Zim's woes in 2008, I made the great trek down south.

Wine is a subject you're constantly

learning. I'm still enjoying

discovering wines to share

with my quests. ""

What was the attraction of this career for you? It began when I got a job as a waiter. I was exposed to something foreign, with regard to food and wine. This led to me being more inquisitive and learning as much as I could.

Describe an average day at one of the world's top restaurants. The chefs arrive

early in the morning and the atmosphere is amped when the front-of-house staff step in. There's lots of preparation — I organise my stock. At 12.30pm, lunch service begins and the rush lasts until about 3pm, when everyone gets a little breather. At 5pm, dinner preparation resumes and at 7pm, the first tables are

in. Evenings are electrifying and before you know it, it's 11.30pm and closing time. When the dust has settled, everyone is allowed to cool down with an ice-cold beer. I give much respect to the chefs, who are in the kitchen from morning till night.

What qualifications and qualities do you need for your job? Formal qualifications are a must – the Cape Wine Academy and the Wine & Spirit Education Trust offer various courses. You must also have a passion for the industry and be prepared to work odd hours and sacrifice weekends.

How do you see your career evolving? Wine is a subject you're constantly learning. I'm still enjoying

life on the floor and discovering wines to share with my guests. In the long term, I'd love to set up a wine business.

What are the best and worst parts of your job? It's great that I get to eat and drink for a living. The worst part is that family and friends tend to think I can get them free wine.

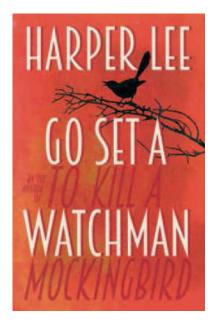
Please recommend some wine for us. Splash out on Opstal's Carl Everson Chenin Blanc or Cape of Good Hope Serruria Chardonnay for whites. For reds, Warwick Trilogy or a DeToren Fusion V will do the trick. For something relatively cheap, try the Waterford Pecan Stream range.



NIAKVEL

We're not often seduced by limited editions, but we'll make an exception for the Mini Limited Edition coffee machine by Nescafé Dolce Gusto. The collaboration between these innovative brands has resulted in an object of desire, but it's not just cool to look at – this compact wonder delivers on the performance front, too, with a perfect cup of coffee in under 30 seconds, and intensity and hot/cold options. Available exclusively at DionWired for R2 299.

BOOK REVIEWS



GO SET A WATCHMAN

by Harper Lee (William Heinemann, R330)

The sequel to *To* Kill a Mockingbird, Lee's classic novel of courage in the face of racism, is set in the American South, as the Civil Rights Movement begins to gather momentum. Attorney Atticus Finch's daughter Scout, now 26, returns to her childhood home and tries to come to terms with the racism of the community and her father's apparent

acceptance of it. The iconic status of To Kill a Mockingbird is neither enhanced nor diminished by the new work. The general opinion is that it is no more than an early draft of the classic and was never intended for publication. It may be of interest to scholars in years to come. - Paul Goller

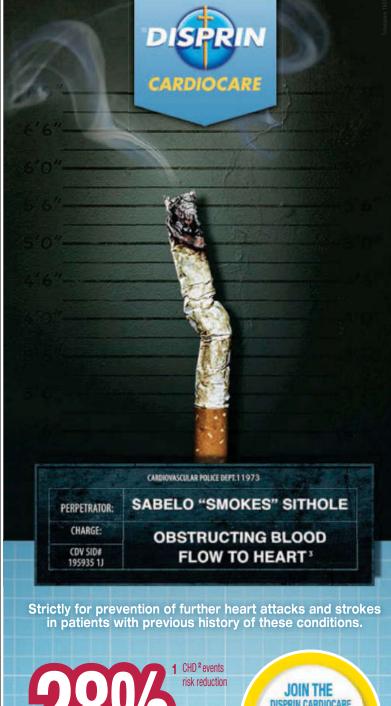


FAREWELL KABUL

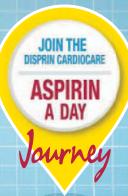
by Christina Lamb (HarperCollins, R232)

Seasoned war reporter Lamb documents her 13-year love affair with Afghanistan, which began immediately after 9/11, revealing a rare empathy for the belligerent tribesmen of a country with as many contradictions as it has AK-47s. Lamb's keen eye and disdain for the absurdities of the "War on Terror" the US administration

spending millions on luxury patrol boats before realising that Afghanistan was landlocked and British troops without interpreters waiting for bullets to ascertain whether an Afghan platoon was friend or foe – makes for an entertaining read. - Ebrahim Moolla



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References: 1. Hung J. Aspirin for cardiovascular disease prevention. MJA 2003; 179: 147-152.

2. CHD: Coronary Heart Disease. 3. Habib Habib, et al. Mural Thrombus in the Normal-Appearing Descending Thoracic Aorta of a Chronic Smoker. Tex Heart Inst J. 2013; 40(5): 619-622. Disprin Cardiocare. Reg No. 31/2.8/0071. Each tablet contains 100 mg Aspirin. Name and business address of the holder of the certificate of registration: Reckitt Benckiser Pharmaceuticals (Pty) Ltd., 8 Jet Park Road, Elandsfontein, 1601. For full prescribing information, refer to the package insert approved by the Medicines Regulatory Authority. Customer Care Line 0861 11 11 00. DIS

COMPILED BY SANDY SADIKI





IMPECCABLE TASTE

DESTINY MAN and NEDERBURG hosted a stylish evening of wine, food and decor at the Weylandts showroom in Sandton, Jo'burg. Author and columnist Timothy Maurice Webster was the emcee on the night, while Nederburg Ambassador Chris de Klerk and chef Charlene Pretorius facilitated the food and wine pairing.

1. Nederburg Heritage Heroes wines. 2. Celebrity stylist Nthato Mashishi and paramedic Ofentse Kuriti. 3. Timothy Maurice Webster. 4. Emily Matyila, Consultant: Motorite, radio personality Rethabile Mohlala and Zuki Tyilana from PVT Sales.







POLO PRESTIGE

Mr Concierge treated the Sport of Kings with the dignity it deserves at the 108th Prince of Wales Polo Cup at the Waterfall Polo Estate, Midrand. Guests were driven from the parking lot to the marquee alongside picnic boxes in Jeeps. Champagne glasses were filled with Perrier-Jouët and a five-course lunch, prepared by chef Dario d'Angeli, was paired with Macallan whisky.

1. Masedi and Kgomotso Molosiwa from Mr Concierge. 2. Actress Terry Pheto. 3. Lincoln Mali, Regional Executive Head:
Standard Bank and Lihle Faas, Junior Associate Consultant:
SystemicLogic. 4. The Prince of Wales Polo Cup.









PHOTOGRAPHER: KLÄRE MEUER

WEALTH OF WISDOM

DESTINY MAN and OLD MUTUAL hosted a Wealth of Wisdom workshop at the Hilton Hotel in Sandton, Jo'burg. Emcee Timothy Maurice Webster hosted panel discussions on wealth and how guests could learn from older generations. OLD MUTUAL experts then guided guests on a journey to financial freedom and creating a legacy.

1. Timothy Maurice Webster. 2. Geraldine Fraser-Moleketi, Deputy Chair: UN Committee of Experts on Public Administration. 3. Romein van Staden, Manager: Ramagale Holdings. 4. Thando Moleketi, COO: Zwipit & Reware and Rendani Maphaha, Production Assistant: Jurgens Steelworx. 5. Zazi Ndebele, Language Specialist: Parliament and Potso Mokwena, Candidate Attorney: Snyman Attorneys. 6. Khanyi Dhlomo, CEO: Ndalo Media. 7. Sakhumzi Mei and James Harvey-Eunsi from Lotus Capital Investments. 8. Richard Madumo, Director: Timeless Décor Services.













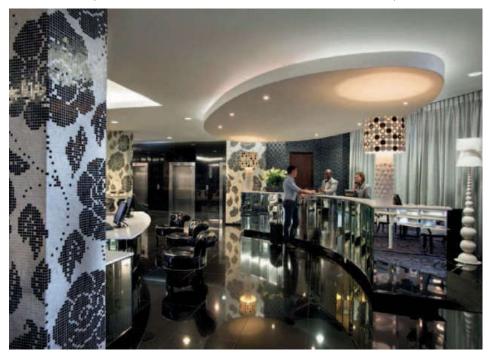






GREAT ESCAPES

From budget to bush, we checked out a variety of vacation venues. Get packing!





DAVINCI HOTEL AND SUITES (JO'BURG)

WHAT'S THE VIBE? The

monochromatic decor of this five-star hotel's lobby sets the tone: chic and contemporary, but never clinical.

WHAT ABOUT THE AMENITIES? For

R&R, there's an infinity pool (order your cocktail from one of the friendly waiters) and a fully-equipped spa that offers a great selection of facials and massages. Maximillien Restaurant offers Euro-Asian food and Maxim Lounge is the spot for those who appreciate the finest wines, cognac and cigars. To balance all of that indulgence, there's a fully-equipped gym.

AND YOUR ROOM? We felt right at home in our open-plan standard king room, with its designer apartment feel. With its stylish mix of black, white and neutrals, it made a refreshing change from the all-too-common beige ensemble. The Nespresso coffee machine was a nice touch.



ANY SPECIAL SERVICES ON OFFER?

There's a valet and helicopter fly-in service. We really liked the pillow menu (choose from soft unicurl, firm, neck support, microfibre and goose down).

WHAT ABOUT ATTRACTIONS IN THE AREA?

There's lots of shopping action in Sandton City's Diamond Walk, from

Prada and Dolce & Gabbana to Burberry and Ermenegildo Zegna. **HOW MUCH ARE WE LOOKING AT?**

Contact the hotel for best available rates.

Tel: 011 292 7000. Email:
davinci&legacyhotels.com

Visit: www.legacyhotels.co.za/en/

hotels/davincihotel

BON HOTEL RIVIERA ON VAAL (VEREENIGING)



WHAT'S THE VIBE? This three-star hotel, situated on the banks of the Vaal River, makes the most of its location and is ideal for budget family breaks.

WHAT ABOUT THE AMENITIES?

There's lots to keep the kids busy, including zorbing, kayaking, speedboating, table-tennis and arts and crafts. Grown-ups will dig the golf course and Zogvliet spa. For the hungry, there's Matthews Restaurant and Terrace Café (the buffet breakfast comes highly recommended), overlooking the pool area.

AND YOUR ROOM? While no-frills, our Garden Suite – with its living room, bedroom, bathroom and deck chairs overlooking the river – was spacious and comfortable. Standard and luxury twin rooms, luxury family rooms and executive suites are also available.



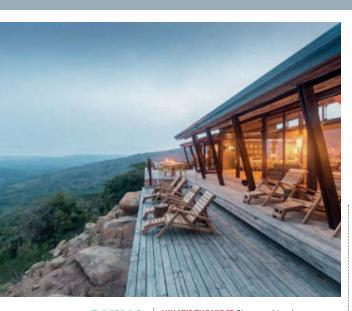
ANY SPECIAL SERVICES ON OFFER? From wakeboarding and skiing to tubing, the hotel's watersports and adventure centre will have something for you

WHAT ABOUT ATTRACTIONS IN THE AREA?

There are numerous options within easy driving distance, including the town of Parys, the Vaal Dam and Suikerhossand Nature Reserve

HOW MUCH ARE WE LOOKING AT? From

R1 650 pp, including breakfast. Tel: 016 420 1300/0861 266 222 (central reservations). Email: rov.reservations@bonhotels.com Visit: www.bonhotels.com/rivieraonvac



RHINO RIDGE SAFARI LODGE (KWAZULU-NATAI) WHAT'S THE VIBE? Situated in the Hluhluwe-iMfolozi Reserve, this lodge is super-relaxed and secluded. You can easily spot elephants, giraffe, zebras and rhinos roaming freely from your deck.

WHAT ABOUT THE AMENITIES? Expect a fine-dining experience at this four-star establishment, from predinner snacks to dessert. Hluhluwe Imfolozi Park is packed with safari opportunities. On one of our game drives, we spotted a pack of wild dogs. There are also spa facilities, guided safari walks, bird-watching



opportunities and a swimming pool. **AND YOUR ROOM?** Big enough to swing a family of meerkats in, with high ceilings, earthy tones and panoramic views from the deck.

WHAT ABOUT ATTRACTIONS IN THE AREA? If

you are keen to explore life beyond the lodge and reserve, visit the iSimangaliso Wetland Park, SA's first World Heritage Site, which offers incredible marine diversity and beautiful beaches. You can also opt for day trips to St Lucia for deep-sea charter fishing, kayaking, turtle tours, estuary cruises, dolphin- and whalewatching. These activities come at an additional cost.

HOW MUCH ARE WE LOOKING AT? R4 140 pp sharing a bush suite until 30 April 2016.

Tel: 035 474 1473. Email: res@isibindi. co.za Visit: www.isibindi.co.za







VIRTUAL BECOMES REALITY

From academia to Hollywood, get ready for a steady increase in virtual reality (VR) applications

W

henever anyone mentions VR, the discussion descends quickly into a question-

and-answer session about the future of gaming.

But there's a ton more to what's driving the VR space today than being able to virtually blow your opponent's digital brains out in a more graphic and life-like fashion than ever before.

Start-ups tinkering around with some of the possibilities in the VR space are taking people to new and exotic locales, giving them virtual tours of real estate they're interested in or allowing them to virtually check out hotels before they book, all without leaving the comfort of their homes.

A great example of this is YouVisit, a company founded by a Colombian, an Albanian and a Jordanian in 2009 with the aim of giving high school graduates who couldn't afford to travel to universities for a campus tour the ability to get a feel for academic institutions via VR.

The idea clearly had legs and warranted expansion into areas outside of academia.

Six years later, the company has built more than 1 000 "experiences" at a starting price of \$10 000 a pop for the likes of Yale, Harvard, HP TomorrowWorld and even New York City's iconic Central Park.

YouVisit's virtual tours run on a variety of hardware, from Google Cardboard to Samsung's Gear VR and Oculus Rift, which was bought by Facebook last year for a staggering \$2 billion.

More interesting, however, is that the 360° tours also run on a standard HTML5-compatible web browser (the kind on almost all desktops, notebooks, tablets and smartphones today), so the net is cast as widely as possible.

Things in the VR world go way

beyond the pedestrian. For the truly curious (and open-minded), maybe experiencing a few moments as a member of the opposite sex will do the trick? Check out the gender swap research that was done on The Machine to be Another project for an overview of where things are headed from an academic perspective.

With all of this boundarypushing going on, it's no surprise that Hollywood is super-excited about the prospects VR brings to the table and has even coined the term "personalised immersive storytelling" to indicate where the future of entertainment lies.

It's like 3D on steroids. Imagine being right in the action along with your favourite movie stars, able to marvel at the exotic locations and set designs up close and personal.

The "personalised" part of what Hollywood is excited about means the experience will be different for each person and could quite possibly vary each time they enjoy a specific piece of content.

From a glimpse of what's to come for interactive, immersive, personalised storytelling, check out Vrse.works and some of the exciting content there. Pay particular attention to the *StoneMilker* video, which features Björk on a secluded beach – and then tell me you're not convinced.

LOW-TECH LOWDOWN

was bought by

Facebook last year for \$2 billion.



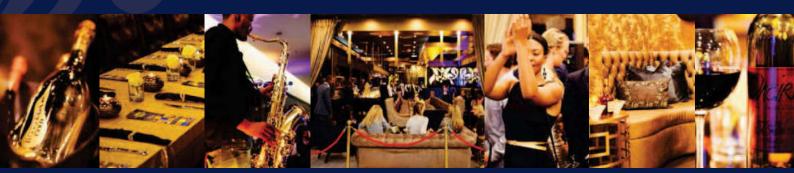
While expensive, sophisticated devices like Oculus VR and Samsung Galaxy VR are exciting, Google Cardboard, a set of VR specs for your smartphone made of — as the name suggests — cardboard and two lenses, trumps them all in terms of getting pulses racing.

The idea is simple. You

fold the cardboard cut-outs, put your phone inside the assembly, download some purpose-built apps and marvel at how simple, yet immersive the experience is.

It's an open-source idea, so theoretically, you're even able to build a set at home. **Visit: www.google.com/get/** cardboard

Sandton's finest meeting place by Day. Spirited lounge by Might.



Decadent by design - L'OPULENCE is the perfect setting for meetings, light lunches, private functions and evening entertainment.

From eclectic to classic — we offer dangerously delicious cocktails, refined wines, artfully prepared tapas and exceptional service; a dazzling fine dining experience with a difference.

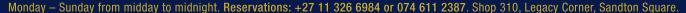
For those who appreciate the finer things in life

— we assure elegance, opulence, great music

and the allure of the good life.

Glamour, glitter and great music are our guarantee.













When Porsche invited us to experience its GTS range in Stuttgart, Germany, there were few inhibitions and a thousand thrills



still get superexcited about cars and constantly

find myself perving new, luxurious models. I love creature comforts and believe you should be cocooned in opulence if you spend a decent amount of time in a car. Before you lecture me about cars being depreciating assets, I'll have you know that a Porsche can prove to be a good investment – if you keep it for a couple of decades.

Anyway, not long ago, Porsche invited us to experience its GTS range in Stuttgart, Germany. What an experience! I've driven on the right side of the road on numerous occasions, but I just can't get used to it. It gets your sensory faculties buzzing. You initially worry about hitting the kerb, but you soon forget about that when you get onto the autobahn.

Contrary to popular belief, the German highway does have speed limits. However, what makes it famous (or infamous) are the few stretches where speedsters are allowed to go wild, like antelope fleeing a pride of lions in the Kruger. Although short-lived, such moments are as liberating as pissing in a swimming pool. But digital screens stipulating speeds of 120km/h soon rein you in. Before you think straightline speeds are the real deal, wait until you take the GTS models on twisty roads in the Black Forest. Each of the GTS models we drove offered a different experience on these roads.



PRICE: R1 226 000

POWER: 324kW

ACCELERATION:

5,2 seconds

TOP SPEED: 262km/h

FUEL CONSUMPTION:

10l/100km

EMISSIONS: 234q/km

PRACTICAL: CAYENNE GTS

While the Cayenne GTS models from 2010–2014 were powered by the 4,8-litre V8, the new one is propelled by a 3,6-litre V6. The new motor has been optimised to offer a lot of power, without being as raw as the naturally-aspirated V8. It's clearly in line with global manufacturer trends of substituting big, naturally-aspirated engines with smaller turbos.

The new model is more fuel-efficient and there are noticeable cosmetic updates, including narrower LEDs, a Spyder 918-inspired steering wheel and wider front grilles.

Taken around the bends in the Black Forest, the Cayenne obliges, though it lacks the finesse of smaller sports cars. This is expected, because the roads are both narrow and winding. For a car this big, it exhibits a surprisingly sharp throttle response.

This is a perfect car for a family man who has an insatiable appetite for speed and is crazy about the outdoors — he wouldn't have to think twice about climbing the pavement, when necessary.



EXECUTIVE: PANAMERA GTS

The Panamera is a mature sports sedan. You'd expect the owner to be a poker-faced businessman who commands more respect than the royal family. But come the weekend, he ditches the suit for a comfortable pair of jeans and sneakers.

The split personality of the Panamera GTS is no more apparent than when we transition from the open highway — where it is in its element — to narrow countryside roads.

It definitely feels wider than the other GTS models on offer here, but it's difficult not to fall in love with it. Its dynamic abilities become undeniable when it throws its weight about like Kung Fu Panda. The plus is that it's powered by a snarling V8 that delivers jolts of excitement at every point of acceleration.

PRICE: R1 575 000

POWER: 324kW

ACCELERATION:

4,4 seconds

TOP SPEED:

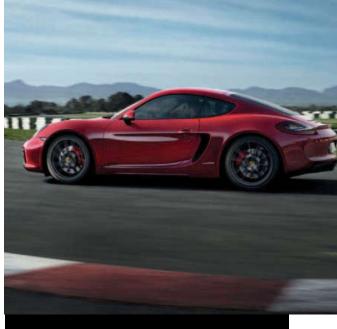
288km/h

FUEL **CONSUMPTION:**

10,7I/100km

CARBON

EMISSIONS: 249g/km



THRILLING: Porsche Cayman GTS Whether in the Cayman (coupé) — my personal choice — or the Boxster (cabriolet), this sports car will have you growing hair in new areas. Driving it is a rite of passage. While the Cayman is the least expensive of all the GTS models, I found it to be the most gratifying of the pack. It loves open roads and attacks twists and turns like fire lapping up a stream of petrol. It isn't breathtakingly fast — just quick enough to put a grin on your face on track day. It's stunning, responsive, agile, sharp and nimble — a proper sports car. Entry-level never felt so good!

PRICE: R1 076 000

POWER:

ACCELERATION:

TOP SPEED:

FUEL **CONSUMPTION:**

8,2I/100km CARBON **EMISSIONS:**





POWER TRIP: 911 CARRERA GTS

The 911 badge already has a superior pedigree, but if you place the GTS sticker alongside it, you get a car with attitude and distinction. If you're not sure what you're looking at, the helpful Stuttgart design team has splashed GTS badges on the doors. As with the Boxster or Cayman GTS, the 911 GTS is available as a coupé or a cabriolet.

While the Cayman/Boxster GTS is the most gratifying to drive, the 911 GTS is power-mad. If acceleration matters as much to you as having fun, this fire-breather wins hands down. A word of warning: it may be a handful if you're not used to insane amounts of power.

PRICE: R1 534 900

POWER: 316kW

ACCELERATION:

4.0 seconds

TOP SPEED:

304km/h

FUEL

CONSUMPTION: 8,7l/100km

CARBON EMISSIONS:

202g/km

NEW ENTRANTS

The new Mercedes-Benz GLE Coupé embodies modern luxury and elegance on all types of terrain and the Jaguar XE is taking the fight to the Germans in the D-segment



t's common for manufacturers to go full throttle when they launch a new vehicle, but Mercedes-Benz took things to a whole new level when it introduced the new GLE Coupé.

In the build-up to the *Jurassic World*-themed launch, we were taken to the picturesque Simola Golf and Country Estate on the majestic Garden Route in Knysna, the Western Cape. We found the eco-tourist town laid-back and beautiful.

"Kindly note that the weather is wet and we recommend you wear comfortable shoes and bring a jacket, as you will be in the forest," said the event organiser.

After tasting creamy oysters, it was time to test the new model, which comes in three variants: the diesel 350d (190kW), the 450 AMG (270kW) and the 63S AMG (430kW and 760Nm).

It represents a radical shift for Merc. The German automaker has combined a typical coupé design with the buoyant presence, versatility and robustness of an SUV, taking its trademark creativity to new heights. Even the most jaded motoring journalist was duly impressed.

S.MB 5070

The weather gods did not disappoint,

creating a near-perfect 4x4 trail through the thick indigenous Knysna forest.

SPORTY

Driving the top-of-the-range 635, the first model of a new AMG product line, was a sublime experience. And, as it cruised silently through the forest, the GLE 350d felt like a true 4x4. Despite the similarity to an SUV, with its raised seating position and an all-round view that is expansive for a coupé, the driver and passengers will feel that they are in sports, rather than off-road mode.

DYNAMIC

The N2 between Knysna and George came calling and the 450 AMG responded with vigour. The V6 biturbo engine delivered performance akin to a sports car. When we selected the Sport+ mode, we were propelled forward so quickly that we almost didn't notice a sign warning drivers of a "sexy" female ghost haunting that particular stretch of the highway.

SPECIFICATIONS: GLE 63S AMG 4MATIC

PRICE: R1 859 000

POWER: 430kW

ACCELERATION:

4.2 seconds

TOP SPEED:

250km/h

FUEL CONSUMPTION:

11.9l/100km

CARBON EMISSIONS:

278g/km

Price:

Pricing includes VAT, but excludes CO₂ tax. GLE 350d Coupé 4MATIC: R999 900 GLE 450 AMG 4MATIC: R1 099 900 GLE 63S AMG 4MATIC: R1 859 900





JAGUAR XE

We have been waiting for the XE for a *very* long time. Jaguar hasn't had a D-segment offering since discontinuing the X-Type some five years ago. But we can tell you now that it's been worth the wait. The XE is built on a new platform – so there's nothing facelifted or updated here.

However, the Jag DNA to which we have become accustomed in the XF and the XJ is more than apparent in the new model. No surprises here: this is very recognisably a Jaguar. This design is also to be carried out in the soon-to-be launched F-Pace crossover. They all sport squinty headlights, a bold, upright grille and a sleek bonnet.

The XE is definitely well polished in almost every aspect – including exterior and interio design and powertrains. Then again, in true Jaguar fashion, the aluminium – the British manufacturer's signature material – accounts for 75% of the YE's mass. The result is a

OUR CHOICE: 2,0-LITRE PETROL PORTFOLIO

PRICE: R703 200

POWER: 177kW

ACCELERATION: 6,8 seconds

TOP SPEED:

250km/h

FUEL CONSUMPTION:

7,5l/100km

CARBON EMISSIONS: 179g/km significantly lighter car, with decent fuel economy and acceptable CO₂ emissions.

Inside the XĒ, you can't help feeling that Jaguar is buying into the trend of designing cabins that are less cluttered. The centre console is dominated by a well-positioned central touch-screen, but the star is the automatic gear selector – it recedes, rises and twists. No pushing business here.

The XE is offered in three guises for the SA market – including

a frugal, two-litre turbo diesel, two-litre petrol turbo and the charismatic, super-charged threelitre V6 petrol found in the F-Type. We expect the bulk of the sales to come from the two-litre model – my pick is the petrol variant.

All models offer exceptional handling and there's no doubt that this English entrant will give the German trio of BMW 3 Series, Mercedes-Benz C Class and Audi A4 a fair fight, although it comes in at a higher price point.







Botswana

is rated highly in Africa for its democratic traditions, its robust economy and its outstanding natural attractions.

Air Botswana and Lansmore Masa Square reflect all that is great about Botswana. In the years these companies have been in operation, both have contributed towards facilitating the growth of the country.

A country's ability to provide reliable air services and handle air travellers safely and efficiently is essential if it is to take its place as a full member of the international community. Air Botswana has embraced that challenge and is in good standing with the International Air Transport Association. With an eye to the future, Air Botswana's on-time performance is consistently above 85% and increasing.

The national carrier aims to provide world-class services to domestic travellers and to visitors who come in increasing numbers to do business in a vibrant economy in the same way Lansmore has redefined the hospitality

business in Gaborone.

The prize includes return flights from Jo'burg to Gaborone, access to the Pula Lounge in Gaborone, airport transfers and accommodation at the Lansmore Masa Square Hotel, including meals and a VIP table at the Elyx Lounge. To enter, simply email the reason you think you should win this trip, together with your full name, ID number and delivery address, to: info@destinyconnect.com by 16 November 2015.





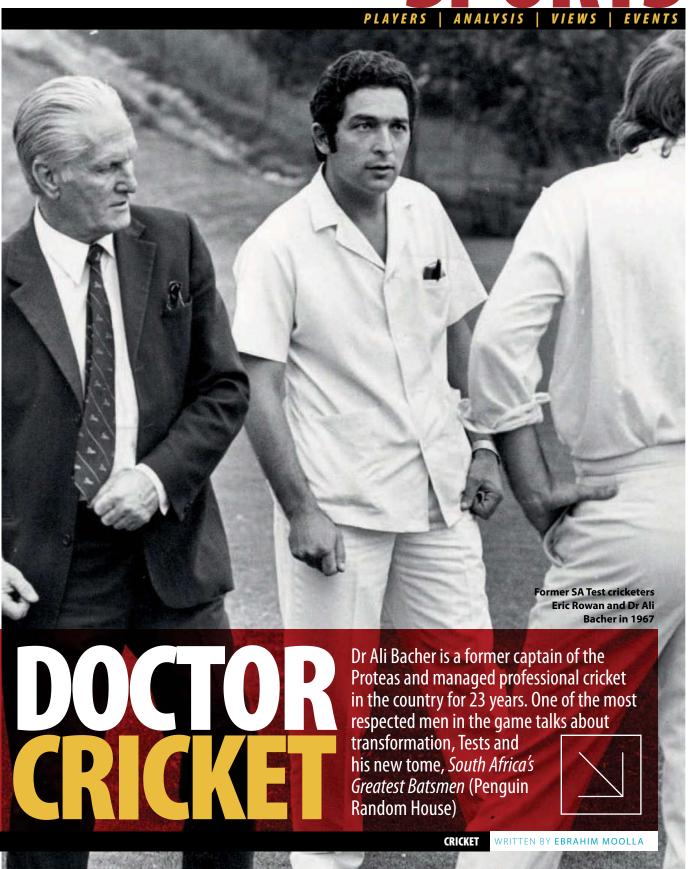






Visit: www.destinyman.com for terms and conditions.

SPORTS







What was the inspiration behind the book? Two years ago, David Williams and I published a book on

SA's greatest all-rounders. It was very well received, selling more than 6 000 copies, which is a good number for the local market. We're both cricket fanatics. It didn't take much to do this one. We found some fascinating stories – for instance, AB de Villiers, undoubtedly the most innovative batsman on the planet, told me he doesn't practise any of the creative shots he pulls off

it is all on instinct! Some evebrows will no doubt be raised at the inclusion of controversial English batsman Kevin Pietersen. Why him? Pietersen is a South African product. He went to Maritzburg College and played for KwaZulu-Natal B before going on to represent England and become an international

on a regular basis -

superstar. You don't average 47 over a long career without being outstanding.

How difficult was it to choose just 12 batsmen from over a century of South African cricket? Our starting point was to choose cricketers with a Test average of 45 and over. There were many fine cricketers who fell just below that mark. There are two batsmen who have averages below 45, but were still included:

Eric Rowan (43,6), who missed six years of his prime due to World War II and Herby Taylor (40), who played in the early part of the last century, when there were three-day games and matting pitches on which it was difficult to compile big scores. Jackie McGlew, Lee Irvine, Kepler Wessels, Allan Lamb and Peter Kirsten were some of the names that didn't make the final cut.

You managed the team who went on the historic 1991 tour to India. Tell us about that experience. It was an extraordinary, mindboggling tour and the first time ever that a South

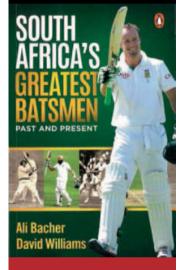
> African plane flew over India. When we drove to our hotel in Calcutta (now Kolkata), an estimated 100 000 people lined the streets to welcome us. It was total euphoria. The shackles of apartheid were being broken. Our cricket boards became good friends because of

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What are your feelings about transformation in South African cricket?

We've done OK, but the problem is that cricket facilities in townships are virtually non-existent. The only way a young township kid will be given a chance at a cricket career – unless he is born with Brian Lara genes – is if he goes to a Model C or private school. Only three blacks have really made it in Protea colours: Makhaya Ntini (Dale College), Kagiso Rabada



BACHER'S DREAM XI

- BARRY RICHARDS
- EDDIE BARLOW
- GRAEME POLLOCK
- JACQUES KALLIS
- CLIVE RICE
- MIKE PROCTOR
- JOHN WAITE
- SHAUN POLLOCK
- NEIL ADCOCK
- HUGH TAYFIELD
- ALLAN DONALD

HONOURABLE MENTIONS:

- DALE STEYN
- GRAEME SMITH
- AB DE VILLIERS
- HASHIM AMLA

(St Stithians) and Aaron Phangiso (CBC Mt Edmund). That tells you the story. My friend, cricket historian Krish Reddy, wrote chapters on two black cricketers he believed may have made it in the apartheid era: Frank Roro from Kimberlev and Durbanite Ahmed Deedat. What was it like having Barry Richards and Graeme Pollock in the side you captained to victory in the 1970 home series against Australia? When I met Sir Donald Bradman in 1992 in Adelaide, Australia, Lasked how good Pollock was. He said he was marginally better than Sir Garfield Sobers, the greatest all-rounder of all time. He said Richards was as good as Len Hutton and Jack Hobbs. probably England's most illustrious batsmen. The 1970 team was young and very good. We knew we'd beat the Aussies and we did - 4-0. Had there been a fifth Test, we would have won 5-0. It was an easy side to captain.

Are you still involved with cricket? No – after running professional cricket in this country for 23 years, I called it a day in 2003. I'm now the Chairman of Right to Care, the biggest HIV/ Aids NGO in the country, and the Alexander Forbes Community Trust. I do a lot of TV interviews for SuperSport and, of course, I coauthor cricket books.

You spearheaded the introduction of video technology to cricket. What would you change about the modern game? There's too much T20 being played. The shortest format is here to stay, but you have to preserve Test cricket – it is the nucleus of the sport. I worry that the value and importance of Tests will diminish in years to come, which would be sad for cricket as a whole.

So who was the greatest batsman of them all? Graeme Pollock, Barry Richards and Jacques Kallis all boast an incredible first-class average of 54, so the greatest South African batsman would have to be one of the three. Richards only played four Tests – a tragedy – while Pollock played 22 and Kallis had a long and distinguished Test career. Sir Donald Bradman was undoubtedly the greatest batsman of all time, with a remarkable Test average of 99,9.



Putting is one of the most personal aspects of the golf game, like the choice of putter or grip. But, more often than not, the professionals will default to feel before they get too technical when it comes to putting.

"It's easy to get too technical with putting," says Adilson da Silva, a multiple winner on the Sunshine Tour and one of the most consistent putters in the local game.

"I try to focus on hitting at the target and forgetting the technique in those seconds before I make contact with the ball. You want to pay attention to where you want to hit the putt. In this way, I keep my feel and rotation going. The technique happens naturally."

Fellow Sunshine Tour professional Warren Abery is also more of a "feel" putter, but believes pace to be a critical short-game element most amateur golfers neglect.

"For me, pace is the most important part of putting. Too many amateurs focus only on the line of their putts. I play many pro-ams at which amateurs want me to read their putts. The real secret is being able to marry pace and line.

"You've got to get the pace right on your longer putts. I see a lot of amateurs who borrow too little on the line when they should rather be looking for a little more and then slow down the pace a bit."

Abery recalls how, as a young golfer, he took the advice of Jack Nicklaus in terms

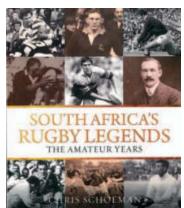
of ensuring his putts "die" into the hole.

"Nicklaus always said that if a putt 'dies' into the hole, it gives you a better chance of holing it. If you're slightly off your line, it can still drop in off the left or right lip of the hole. If you hit it too hard, it's going to hit the lip and rim out.

"You can see that in the way Jordan Spieth putts. He doesn't think about technique too much. He's not even looking at the ball when he putts and focuses instead on where he wants to hit it."

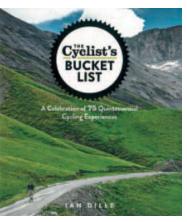


Is mastering your short game a matter of technique or feel?



SOUTH AFRICA'S RUGBY LEGENDS by Chris Schoeman (Zebra Press, R230)

Transformation issues aside, with Rugby World Cup fever upon us, it is worth taking a look at the heroes of the past who built the mystique around the Springbok emblem. The book is worth the money for the selection of never-before-published photographs alone. Profiles of the likes of Danie Craven, Mannetjies Roux, Morné du Plessis and Naas Botha are included and give some insight into why the national rugby team is held in such high esteem in some quarters. Our personal favourite is the intimidating Fairy Heatlie, who locked horns with the British back in 1891 – wouldn't want to meet him in a dark alley. – **Ebrahim Moolla**



THE CYCLIST'S BUCKET LIST by Ian Dille (Rodale, R370)

If you're into cycling, as more and more South Africans seem to be, you'll want to check out this list of 75 of the most awe-inspiring rides on the planet. Accessible and inspirational, it includes stunning photographs and anecdotes from cyclists who've enjoyed the Pacific Ocean views from the summit of Hawaii's Haleakala volcanic crater or traipsed past daisies on the outskirts of Amsterdam. If you're after a real challenge, however, consider the Tour d'Afrique – Cairo to Cape Town, with all the rugged goodness in between. As for us, we're holding out for the more sedate *Epic Segway Adventures*. – **EM**

MODELATHLETE



MODELLING IS ALSO ONE OF YOUR GIGS. TELL US ABOUT THE PUMA CAMPAIGN YOU'VE BEEN SELECTED

FOR. I featured in the Ignite Your City campaign, which introduces the brand and its impact on cities around the world. A few videos have already been done in Cuba, the USA and Japan. To have been part of the Cape Town leg of

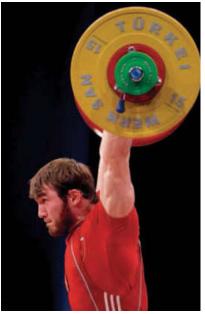
I thoroughly enjoy modelling, but my priorities are lectures and training afterwards. 33

this campaign was a great privilege. I don't model full-time, though – it's a professional hobby. I thoroughly enjoy it, but anyone in the modelling world can tell you that work doesn't roll off the assembly line every week. My priorities are lectures and training. AS AN ASPIRANT AUTHOR, **HOW WILL YOUR BOOKS MAKE** A DIFFERENCE TO PEOPLE'S LIVES? I hope that my books give readers a world to immerse themselves in. A good example of this is New Reality, the fantasy book series I'm working on at the moment. I felt it necessary to create a story that showcases the power and character of women in a world of equality. I did this to show people that you can create a story about strength and role models without a muscle-bound man swinging his sword or

wielding supernatural powers.

SPORTS CALEND

COMPILED BY EBRAHIM MOOLLA



WEIGHTLIFTING

WORLD CHAMPIONSHIPS, ALMATY, KAZAKHSTAN, 20-29 NOVEMBER

Olympic weightlifting is a satisfying spectator sport, with its all-ornothing bravado, Sharapova-esque shrieks and super-heavyweights with distended bellies that could suffocate a blue whale. One of its adherents, American Paul Anderson, is considered to be the world's strongest man. The 137kg behemoth prevailed at the 1956 Olympics after a long duel with his Argentinian rival Humberto Selvetti, despite suffering from a high fever. His 2 800kg backlift remains the heaviest weight ever lifted by a human being — that's like hoisting up DJ Fresh!



F1 ABU DHABI GP, YAS MARINA, 29 NOVEMBER

As expected, defending champion Lewis Hamilton is leading the standings and looks set to repeat his heroics of 2014, but Mercedes teammate Nico Rosberg is pushing him hard. However, Ferrari's Sebastian Vettel is showing signs of a return to the form that saw him claim four consecutive world titles. Let's hope it goes down to the wire at the last race of the season in Abu Dhabi. Could be worth a transit stop via Etihad Airways.



CRICKET SA V INDIA, PUNJAB CA STADIUM. MOHALI, INDIA, 5 NOVEMBER

You can't help but like Imran Tahir. The Pakistani-born leg spinner loves playing for his adopted country so much that he reportedly kisses his Protea cap every time he puts it on. And then there are his over-the-top celebrations – we are dreading the moment when he hurls a stump into the crowd and impales a spectator. A peerless ODI and T20 bowler, the 36-year-old hasn't performed in the longer format, but he should be given a chance to revitalise his Test career on the sub-continent.



BOXING MIGUEL COTTO V SAUL ALVAREZ, MANDALAY BAY, LAS VEGAS, 21 NOVEMBER

With Floyd "I use \$100 bills as toilet paper" Mayweather preparing to ride off into the sunset, boxing is searching for its next great superstar. Cotto and Alvarez fit the bill, with both men enjoying massive followings in the sport's hotbeds of Puerto Rico and Mexico respectively. Both men are all-action types and both have lost to Mayweather - who will take the throne?



FOOTBALL LA LIGA, REAL MADRID V

Barca scooped all the silverware available to Spanish sides last season, leaving bitter rivals Real to curl into a foetal position and dismiss manager Carlo Ancelotti. Los Blancos have a score to settle in the world's biggest club game, which is sure to ignite the Ronaldo v Messi debate once more. With the little Argentinian genius back to his imperious best, we think CR7 will be the one left sulking with a huge packet of Lays after this epic encounter.



CONCRETE SUCCESS

President of the Association of Black Securities and Investment Professionals (ABSIP) and PPC CFO Tryphosa Ramano is a formidable force in the SA corporate sphere and passionate about transformation

Who and what inspires you?

I'm inspired by challenges. My grandmother is a real inspiration, because she overcame many of them and raised eight children and many grandchildren on her own. She never had a formal education, but always valued it.

What does your role as President of ABSIP entail? It's about building the organisation and providing leadership in the financial sector. I also lobby for critical policy issues in the transformation and vision of the sector. I have to create an organisation that will be sustainable for years to come. What constitutes real transformation

People of both genders and all colours need to work together to better the sector. Managers and leaders should resonate with the demographics of the country. We need to ensure that the majority of people in the country have access to financial services.

in the SA investment industry?

What has been your most enduring career lesson? Being CFO of SAA was challenging and forced me to become a leader at a young age.

What was a turning point in your career? I had to be a Jill of all trades at the National Treasury and learnt a lot about policy-

making, relationship-building and respect for governance. How critical do you think mentorship is in our society? As someone who has benefited from mentorship, I know it teaches you things that university can't. It provides vou with the wisdom of those who've come before you, so you can avoid making the same mistakes. It's also good for those who have succeeded to share their knowledge and help the marginalised. Who is the real Tryphosa? I'm a loving mother, wife, daughter, sister and friend. I am a strict, but humble person, with a good sense of humour. I work hard and play hard! What is an ideal Saturday for you? A day spent relaxing on the verandah, sipping champagne and reading a book. I also enjoy gardening. What books have had the most profound influence on your life? Paulo Coehlo's The Alchemist (HarperOne), Robin Sharma's The Monk Who Sold His Ferrari (Harper) and Sun Tzu's The Art of War (Nabla). What music makes you tick? I love

What music makes you tick? I love jazz. My favourite songs are Womack & Womack's Baby, I'm Scared of You and Dave Koz's The Dance. They remind me of my teenage days.



RAMANO'S CAREER HIGHLIGHTS

- As CFO of SAA, she had to come up with solutions to turn the airline from making a R6 billion loss to a R1 billion profit.
- As Chief Director at the National Treasury, she worked on restructuring state-owned entities and was part of the team tasked with

- listing Telkom on the New York Stock Exchange.
- As Portfolio Manager at RMB
 Asset Management, she oversaw
 R10 billion of assets and started the Institute of Investment
 Excellence, training and recruiting black professionals.
- She established the chartered accountant programme at PPC, which currently has six young black people in training.
- She founded the PPC Women's Forum, which focuses on the development of female staff.







